JUNE 19, 1950

BROADCASTING
TELECASTING

TECHNOLOGY DEPT.

PUBLIC LIBRARY
JUN 21 1950
DETROIT

Success story:

A large Richmond biscuit company started plugging crackers on WLEE last January.

Results: January sales were 50% better than December. February sales more than double December sales!

The agency account executive writes: "I attribute the major share of this growth to the splendid job that WLEE has done and is doing."

Would you like results like this in Richmond? Call in your Forjoe man and get WLEE on your list today.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ■ IRVIN G. ABELOFF, *General Manager* ■ FORJOE & CO., *Representatives*

XUM

DINNER BELLS RING

And on thousands of Midwest farms, the men come in from the fields and the barns to a hearty meal with the family. Even on the most modern farms, the dinner bell continues as more than a tradition, for at certain seasons of the year, especially during harvest and plowing times, the men of the house are often beyond the sound of a voice . . . and so the big, powerful old bell calls them together to eat at noon each day.

Dinner Bells ring in the WLS studios . . . as they have at noon for more than 26 years . . . and with the same regularity with which they sit down around the family table, farm and small town families make sure their radios are set at 890, to listen to the friendly, familiar voices of Arthur C. Page, America's best known farm personality, Dr. John W. Holland, staff pastor at WLS, Chet Randolph, assistant farm program director, and WLS National Barn Dance stars who appear each day as part of Dinner Bell. They hear their neighbors, too . . . for no day passes on Dinner Bell without guest interviews, ranging from top agricultural officials to visiting farm families. Brides come from all over the Midwest to ring the traditional bells that start the program each day. And so the dinner bell symbolizes this WLS kinship between listener and broadcaster... a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WWSW
PITTSBURGH

5000 WATTS 970 KC.

announces

the appointment of

JOHN BLAIR & COMPANY

as national representatives

Effective June 19th, 1950

WWSW, Pittsburgh's only full time independent station, now brings to the Pittsburgh area a proven pattern of outstanding independent programming—with emphasis on music, personalities and complete sports coverage. Backed by the promotion of the Post-Gazette, Pittsburgh's only morning newspaper, the growth of WWSW's audience—even in the past year alone—has been phenomenal. WWSW now delivers the advertiser really substantial audiences at amazingly low cost per thousand. Ask your John Blair man about it. He's ready with all the facts!

WWSW
PITTSBURGH

JOHN BLAIR & COMPANY

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • DALLAS • SAN FRANCISCO • LOS ANGELES

REPRESENTING LEADING RADIO STATIONS

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

WITH NO desire to scoop our British contemporaries, CLOSED CIRCUIT ventures that next director general of British Broadcasting Corp. will be Lord Tedder, marshal of the RAF now in United States as head of British mission. Lord Tedder, now on BBC board, returns to England after one-year assignment in U. S. at which time it's expected he will succeed Sir William Haley.

U. S. TREASURY expected to renew White House-inspired proposal to apply 10% radio set tax to TV receivers when excise tax bill reaches Senate. Tax deleted by House committee.

GROVE LABS (4-Way cold tablets), through Harry B. Cohen Agency, N. Y., preparing radio spot campaign using about 100 markets starting in October. Few TV markets may be included. Contracts for 22 weeks.

BEN H. BROWN, special administrator for estate of late Thomas S. Lee, and Ray Wright, counsel for sole heir, R. D. Merrill, conferred with FCC Chairman Wayne Coy and Acting General Counsel Harry M. Plotkin for almost two hours Friday afternoon. Subject: Plans for sale of estate's Don Lee Network (see earlier story page 16).

THOUGH NAB remodeling job has been done quietly but firmly under General Manager William B. Ryan, it's anybody's guess what will happen if personality undercurrents heard at recent board meetings come out into open this week, especially since nearly half of faces around directors table will be new.

KELLOGG Co. through Kenyon & Eckhardt, N. Y., preparing daytime strip five-times weekly, network radio show to appeal to adults and television show for children to start in fall.

FCC quietly ferreting out facts on network relations with FM stations desirous of becoming affiliates.

WHILE FORMAL acceptances for reconvening of NARBA deliberations in Washington are not all in from signatory North American nations, date of Sept. 6 has been set with likelihood that deliberations will get under way at that time. It's expected Comr. Rosel H. Hyde, chairman of Montreal conference delegation and of our delegation to Havana earlier this year, will continue as chairman and, it's presumed, will preside over NARBA conference in view of status of U.S. as host nation.

ROBERT L. COE, former general manager of WPIX (TV) New York, has been retained as consultant by Schine motion picture and radio interests, which include WPTR Albany.

LAST TIES with radio being snipped by

(Continued on page 74)

Upcoming

June 19: NAB Board Indoctrination, NAB Hdqrs., Washington.
June 19: FCC oral argument on proposed rules against "trafficking in frequencies," FCC Hdqrs., Washington.
June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.
June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.

(Other Upcomings on page 73)

Bulletins

KROGER Co., Cincinnati, realigning media schedules through Ralph H. Jones Co., that city. Spot announcements may replace *Linda's First Love* and *Editor's Daughter*, transcribed strips sponsored selectively.

BAM INCORPORATORS DISCUSS ORGANIZATION

INCORPORATORS of Broadcast Audience Measurement, projected industry coverage service created as successor to BMB, drew up organization plans at meeting held Friday at NAB Washington headquarters (see NAB board story page 17).

"Great strides" were taken toward setting up corporation, one incorporator said at close of meeting. Names of proposed directors were discussed, along with plan to elect corporation officers. "Everything's going fine," it was added.

Henry P. Johnston, WSGN Birmingham, presided at meeting as chairman of incorporating group. He is working on number of details not completed Friday. Plans for sale of stock in corporation were reviewed.

Under BAM plan its board would consist of 14 broadcast directors: 3 affiliates (large, medium, small); 3 unaffiliates (large, medium, small); 3 TV; 1 FM; 1 each network. In addition advertisers and agencies each would have three directors.

Organization plans expected to be ready for submission to NAB board during its three-day meeting opening Tuesday in Washington.

Attending Friday session besides Mr. Johnston were J. Harold Ryan, Fort Industry stations; Frank M. King, WMBR Jacksonville, Fla.; Robert T. Mason, WMRN Marion, Ohio; Charles C. Caley, WMBD Peoria, Ill.; Don Petty, NAB general counsel.

AMERICAN OIL SIGNS

AMERICAN OIL Co. July 3 starts Edward R. Murrow, 7:45-8 p.m., Mon.-Fri., on CBS stations on eastern seaboard. Broadcasts continue over full CBS network. Agency: Joseph Katz Co., New York.

FENIGER SUCCEEDS LYNCH

JEROME FENIGER, now with Biow Co., New York, will join Cunningham & Walsh, succeeding Tom Lynch, who is with Young & Rubicam (see story page 20).

Business Briefly

PINKHAM PLANS ● Lydia E. Pinkham (preparing spot announcement radio campa starting July 31 in 52 markets. Agen Erwin, Wasey & Co., New York.

IRONITE VIDEO ● Ironite Corp., for e tric mangle irons, buys 7:30-8 p.m. Mon period on ABC-TV, program to be announc Agency, Brooke, Smith, French & Dorra Detroit.

TRAVEL ACCOUNT ● Crone-Frederi Travel Service, New York, appoints Lawre Boles Hick Inc., New York, to handle its sp radio campaign.

MILES RESUMES ● Miles Labs, Elkha Ind., renewing *Quiz Kids* Sept. 10, Sun., 3: 4 p.m. on NBC. Agency, Wade Adv. Agen Chicago.

B-M VIDEO ● Bristol-Myers Co., New Yo placing spot announcements in 8:15 and 8: p.m. station breaks on Arthur Godfr Wednesday night TV show on CBS-T Agency, Doherty, Clifford & Shenfield, N York.

SEEDS APPOINTED ● Newly Weds Bak ing Co., Chicago (ice cream cake), nam Russel M. Seeds Co., Chicago, to handle adv tising. TV to be used. Fred W. Swanson account executive.

BROWN RENEWAL ● Brown Shoe Co., S Louis, renewing *Smiling Ed McConnell Sho* Aug. 12, Sat., 11:30-12 noon on NBC. Age cy, Leo Burnett Co., Chicago.

FALL PROSPECT ● General Mills, throu BBDO New York, plans network television autumn for institutional advertising.

BURLINGTON PROJECT ● Burlingto Brewing Co., Burlington, Wis. (Van Merr beer) contemplating summer TV test in M waukee, using one-minute film spots. Agenc Goodkind, Joice & Morgan, Chicago.

ABC SIGNS McNEILL TO 20 YEAR CONTRACT

DON McNEILL, *Breakfast Club* master ceremonies for past 17 years, has signed 2 year contract to continue program with AB it was announced today by Mark Woods, vi chairman of network. Contract is effective Ja 1, 1951. It is believed to be longest continuin radio agreement ever signed with a rad personality.

Mr. Woods also announced Mr. McNeill ha signed exclusive TV contract with ABC t become effective this fall. Details not revealed but Mr. Woods intimated Mr. McNeill wou be featured in nighttime production whic would utilize present members of *Breakfas Club* cast on once a week basis. He adde present *Breakfast Club* sponsors will hav first options on commercial TV rights to show These are Swift & Co., Philco Corp. and Ge eral Mills.

"The Great Majority of Passengers Enjoy Transit Radio"

—The St. Louis Post-Dispatch

Transit Radio Poll

Public taste is often nebulous. This can no longer be said, however, as to public taste in transit radio. A poll conducted for the Post-Dispatch among 23,000 bus and streetcar passengers by the Bureau of Business and Economic Research, School of Commerce and Finance, of St. Louis University indicates beyond doubt that the great majority of passengers enjoy transit radio. The vote is 74.9 per cent in favor of transit radio, 15 per cent against and 10.1 per cent who have no opinion.

The poll reveals some interesting results. Young people are overwhelmingly for music on the streetcars. Nearly 93 per cent of them favor it. . . . . .

At this point the ayes seem to have it.

Editorial from the
St. Louis Post-Dispatch,
June 1, 1950

TRANSIT RADIO
Now available in
all these markets.

Bradbury Heights, Md. WBUZ
(and suburbs of Wash., D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

It is highly significant that this survey was paid for by the St. Louis Post-Dispatch . . . a newspaper that has opposed Transit Radio in St. Louis. It is equally significant that the survey was conducted by the Bureau of Business and Economic Research, School of Commerce and Finance of St. Louis University employing sound research techniques.

75% OF THE RIDERS APPROVED, 10% HAD NO OPINION, and 15% OPPOSED RADIOS ON BUSES AND STREETCARS—**THUS CONFIRMING THE STARTLING FIGURE OF 85% UNOPPOSED AS SHOWN IN SURVEYS IN TRANSIT RADIO CITIES COAST TO COAST**

During the survey conducted the week of May 1-6, 23,587 interviews were made at streetcar and bus transfer points throughout the City of St. Louis.

This is conclusive proof of Transit Radio's popularity with transit riders. Advertisers, too, have found Transit Radio Fast, Effective and Economical. Call a Transit Radio Representative today for complete details.

TRANSIT RADIO, INC.

NEW YORK: 250 Park Ave.
Mu.H. 8-3780

CHICAGO: 35 E. Wacker Dr.
FIN. 6-4281

CINCINNATI: Union Trust Bldg.
Dunbar 7775

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money!

- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26,

•

Adam J. Young Jr., Inc., Nat'l. Rep.

J. E. Campeau, President

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

Labor Problems Seen as Strikes Beset Radio-TV . . . 15
Anti-trust Suit Filed Against 'Times-Picayune' 15
Sterling Faces Confirmation Hearing 16
NAB Board to Tackle Budget Crisis 17
New Talent Buys Involve NBC, ABC, CBS 17
The Good Old Days—A Feature by Charles Warren 18
Second Richards Hearing Opens 19
Congress Hits FCC on Richards Case 19
Farm Radio Impact Cited at NARFD Meet 21
Bill Pressed to Cut Delay on Overseas News 23
CED Sees Industrial Progress 24

Telecasting Section Page 47

DEPARTMENTS

Agency Beat	8	News	39
Allied Arts	40	On All Accounts	8
Commercial	37	Open Mike	6
Editorial	32	Our Respects to	32
FCC Actions	64	Programs	6
FCC Roundup	71	Production	38
Feature of Week	12	Promotion	42
Management	34	Radiorama	36
Milestones	46	Strictly Business	12
Network Accounts	10	Technical	40
New Business	10	Upcoming	73

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Gloria Berlin.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

It was a tough fight, but WKRC now leads in Cincinnati listenership in total time-rated periods.
(Hooper Station Audience Index, March-April, 1950)

WKRC-AM CBS

ADDED TO THIS

WCTS-FM TRANSIT RADIO

the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

*Listeners *Riders
*Viewers *Readers

More Than 2 Million Impressions Daily!

WKRC-TV CBS

The Cincinnati Times-Star

Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times-Star

Represented By

The Katz Agency—WKRC (AM and TV)

Transit Radio Inc.—WCTS-FM

WKRC WKRC-TV WCTS-FM

ON THE WASHINGTON SCENE

Ruth Crane's

MODERN WOMAN PROGRAM

reaches more women than any other woman's participation program in the Nation's Capital*

. . . and these women are the "purchasing agents" for the families in the rich metropolitan area where per family incomes are far above the national average!

Represented Nationally by ABC Spot Sales

*American Research Bureau, April 16—May 5, 1950

WMAL-TV

WMAL

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WMAL-FM

agency

FRED W. SWANSON to Russel M. Seeds Co., Chicago, as vice president and account executive. Was in same capacity at Goodkind Joice & Morgan, Chicago.

JOHN MARISCH, business department Kudner Agency, N. Y., since August, takes over duties of **MARY KING,** timebuyer, resigned.

LES MOSELY, co-manager Biow Co., S. F. office, to Foote, Cone & Belding, S. F., as account supervisor.

JERRY SCHUEPBACH, vice president Jim Baker & Assoc., Milwaukee, to Garfield & Guild, S. F., as account executive.

PRESCOTT (Bucky) METCALF, independent radio-television producer, to radio-TV staff West-Marquis Inc., L. A.

JOHN I. SHIELDS, McCann-Erickson, N. Y., to Wertheim Adv. Assoc., N. Y., as account executive.

LOCKWOOD-SHACKELFORD CO., L. A., acquires **ROBERT W. BOONE ADV.,** L. A. Mr. Boone to L-S as account executive in L. A. office.

VICK KNIGHT purchases stock of **HENRY RUSSELL** in Knight & Russ

on all accounts

ONLY the dwindling unwashed in the land can have failed to hear that "Tide's in." But presumably there are a greater number who are unaware that one of the principals in the detergent's highly successful strike at pay dirt is Alan Sidnam, young, energetic account supervisor for Tide, and recently appointed vice president at Benton & Bowles, New York.

With the agency since 1945, Alan began his association with the product in 1946 as an assistant account executive.

Immediately prior to joining Benton & Bowles, Alan's concern with Tide was of a more literal nature as he piloted a P-38 in more than 100 missions for the Army Air Force.

Born in Kalamazoo, Mich., July 14, 1917, he attended Kalamazoo College. His first contact with advertising came in his senior year when he enrolled for an extra course in the subject under Mr. Staake of the Kalamazoo agency, Staake & Schoomaker.

Upon graduation in 1937 Alan's instructor became his employer. Interested only in the experience, Alan asked and received nothing in salary, and he observes now, "I was worth it."

After six months he went over to the *Kalamazoo News* where he sold advertising and wrote feature articles—for which he was paid.

In 1938 he went to New York to work in the mail room of Wintenitz & Cairns, later to move to the copy department.

One year later when the agency divided into two separate firms, Alan emerged as account executive, copywriter and media man for Robert Winternitz Advertising.

ALAN

It was from this post that he joined the Army Air Force in 1942 as an aviation cadet.

In the early days of Alan's tenure with Tide, the detergent was exploited on spots and programs through the country but for the past two years the product has sponsored Red Skelton, Sunday 8:30-9 p.m. on CBS. Currently Tide also is using a TV spot schedule.

The Sidnams have been married for two years—she is the former Shirley Meeker. They live in a Manhattan apartment house.

Alan disclaims any interest in hobbies. He is a member of The Little Waccabuk Country Club.

beat

sell Inc., L. A. Name to be changer to Vick Knight Inc. New firm moves to 404 N. La Cienega Blvd.

WILLIAM T. TODD, copy director Geyer, Newell & Ganger, and before that vice president in charge of copy Lennen & Mitchll, N. Y., appointed copy director Monroe F. Dreher Inc., N. Y.

JULES SHERMAN, Deutsch & Shea, N. Y., to Emil Mogul Co., N. Y., as assistant production manager.

CONRAD W. MIKORENDA to television department William Warren, Jackson & Delaney, N. Y., as commercial copywriter.

SHAW & SCHREIBER Inc., Phila., moves to 1420 Walnut St.

MAL McCRADY, N. W. Ayer & Son and formerly R. S. Durstine, N. Y., to Brisacher, Wheeler & Staff, L. A., as account executive.

LARRY LEVINE, assistant production manager Reiss Adv., N. Y., to Shappe-Wilkes, N. Y., in similar capacity.

THE ETTINGER Co., formerly Margaret Ettinger & Co., moves to 40 E. 54 St., N. Y. Telephone: Murray Hill 8-4842.

DALE ROBBINS, copy chief Bermingham, Castleman & Pierce, N. Y., to copy staff Benton & Bowles, N. Y.

VICTOR A. BENNETT Co., N. Y., moves to 11th floor, 511 Fifth Ave. Telephone: Murray Hill 7-2189.

EDDIE STANLEY, television entertainer and former production head Telemount Pictures, L. A., to Vick Knight Adv., L. A., as executive vice president.

DAVID BOFFERY, copywriter Geyer, Newell & Ganger, N. Y., since November 1947, appointed copy group director.

FRAZIER E. NOUNNAN, publicity department head Henri, Hurst & McDonald, Chicago, to public relations at J. Walter Thompson Co., Chicago.

KATHARINE de REEDER, public relations, merchandising, publicity consultant, to John Falkner Arndt Advertising Agency, Phila., as director public relations, publicity.

GARRY J. CARTER, president Garry J. Carter of Canada Ltd., in Hollywood studying TV programming for use in Canada.

EDGAR M. HUYMANS, vice president-manager Mexico City office Ruthrauff & Ryan, elected president Mexican Assn. of Adv. Agencies. **BESSIE GALBRAITH**, regional director Foote, Cone & Belding, elected director. Alternate directors include **PAUL B. SCOTT**, vice president-general manager Grant Adv.; **ARTHUR L. HALLET**, vice president-general manager D'Arcy.

PERHAM C. NAHL, associate director of research Needham, Louis & Brorby Inc., elected president Chicago chapter, American Marketing Assn.

T. F. C. QUINN, vice president Van Sant, Dugdale & Co., Balto., elected president Maryland Industrial Marketers, Balt. chapter, National Industrial Advertisers Assn. Inc.

JANET LOEB WOLFF, copy staff Compton Adv., N. Y., given Tobe-Coburn Alumni Assn. highest award for "outstanding achievement" in advertsing and fashion.

TED BLISS, producer ABC *Sherlock Holmes* for Young & Rubicam Hollywood, returns to work after three months illness.

BETTY McCARTHY, timebuyer Ted Bates Inc., N. Y., is mother of boy, Peter Michael, born June 5. Husband **JACK McCARTHY** is ABC sportscaster.

JAMES M. CECIL, president Cecil & Presbrey, N. Y., elected board president Institute of Psychotherapy, non-profit social service organization.

DORIS HERR, Young & Rubicam, Hollywood, and **JACK DELANEY**, Warner Bros., married June 3.

AVAILABLE

the top Hooper-rated 9:00 A.M. spot in Rochester, N. Y.

"David E. Kessler AND THE NEWS"

In ROCHESTER, N. Y., the 9 to 9:15 a.m. period weekdays is Kessler-time. The top spot (Hooper-wise) is David E. Kessler's—and he's had that top spot for a long time now.

Veteran of more than 25 years in Rochester journalism and radio, Kessler is known to practically everybody in the area. He's director of the WHAM News Bureau and also has a once-a-week, night-time spot on television.

In over seven years on WHAM, Kessler retained the same national sponsor for 6½ years; a second for one year. In each case, the sponsor canceled out reluctantly only because of basic changes in policy affecting the client's entire radio budget.

Want to sell Rochester and WHAM's prosperous 15-county primary market? DAVID E. KESSLER AND THE NEWS can do it for you—NOW!

Your nearest HOLLINGBERY representative has the full story.

WHAM

THE STROMBERG-CARLSON STATION

Basic NBC—50,000 watts—clear channel—1180 kc

Look't What We Won!

● Proudly, WTTS accepts the Sigma Delta Chi award for distinguished service in American Radio Journalism.

The national award was won with Indiana University's SCHOOL OF THE SKY NEWS PROGRAM—"IT'S YOUR WORLD." The prize winning show is carried live on WTTS and later rebroadcast over 17 other stations in Indiana, Illinois and Kentucky.

In making the award, Sigma Delta Chi said: "The judges commend the series of educational programs slanted to students of the grammar-school level, for its public service, originality and the value to an estimated listening audience of over 200,000 listeners."

THE SARKES TARZIAN STATIONS

WTTS — Represented Nationally by WILLIAM G. RAMBEAU CO. New York, Chicago, Los Angeles, San Francisco

WTTV — Represented Nationally by BARNARD and THOMPSON, Inc. 299 Madison Avenue New York City

BLOOMINGTON INDIANA

new business

RE-CLEAN Corp., N. Y. (cleaning fluids), preparing extensive radio-television campaign using network and independent stations. Stations or time not designated. Agency: Cayton Inc., N. Y.

EMBREE MFG. CO., Elizabeth, N. J., test spot campaign for Liff (furniture and floor polisher) in Milwaukee and Georgia. If successful, will expand. Agency: Metropolitan Adv. Co., N. Y.

SEARS, ROEBUCK & Co., Chicago, (National Retail Div.), to release 18 one-minute live-action film commercials to its stores throughout country next fall for local sponsorship. Series, produced by Atlas Films, Oak Park, Ill., features appliance lines.

WAVERLY FABRICS preparing participation radio for September, 25 markets, eight weeks. Agency: Lawrence B. Hicks, N. Y.

SHIFMAN BROS., Newark (Sanotuft bedding), names Max Walter Adv., South Orange, N. J., to direct radio-TV spot campaign.

CASE-SWAYNE Co., Santa Ana, Calif. (canned fruits, vegetables), appoints Mogge-Privett, L. A. Radio-television to be used.

MARLIN FIREARMS Co., N. Y., appoints Duane Jones Co., N. Y., to direct firearms division advertising. Agency has served Marlin Razor Blade account since June 1949.

WILLIAM WARREN, JACKSON & DELANEY, N. Y., preparing radio spot campaigns for three new clients: **Great Kills (Staten Island) Board of Commerce, Great Kills Boatmen's Assn.**, and **Foot-Ill Co.**, Norwalk, Conn.

PIERCE BROTHERS Mortuaries, L. A., appoints Erwin, Wasey & Co., same city, to direct Pierce Insurance Co. and Valley View Memorial Park advertising. Radio, television planned.

FRED W. AMEND Co., Danville, Ill. (Chuckles candy), names Henri, Hurst & McDonald, Chicago, to direct account, effective July 1. Television planned.

DELTA PHOTO SUPPLY Co., N. Y. (photographic equipment, film), appoints Ted Nelson Assoc., N. Y., to direct radio-TV advertising.

Network Accounts . . .

SUN OIL Co., N. Y., to sponsor fall schedule professional football on ABC-TV beginning Saturday, Sept. 16. Includes 15 national football games; 15-week series *Pro Highlights*, film series of outstanding plays each week's league games. To be carried in non-league cities outside territorial right of member clubs and in certain league cities when home club is on road. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

TRIMOUNT CLOTHING Co., N. Y. (men's clothing), Aug. 26 renews for 52 weeks 8:15-8:30 p.m. portion *Stop The Music* (ABC, Sun., 8-8 p.m.). Agency: William H. Weintraub & Co., N. Y.

BROWN SHOE Co., St. Louis (Buster Brown Shoes), Aug. 12 for 52 weeks renews *Smilin' Ed McConnell*, NBC, Sat. 10:30-11 a.m. CDT. Agency: Leo Burnett, Chicago.

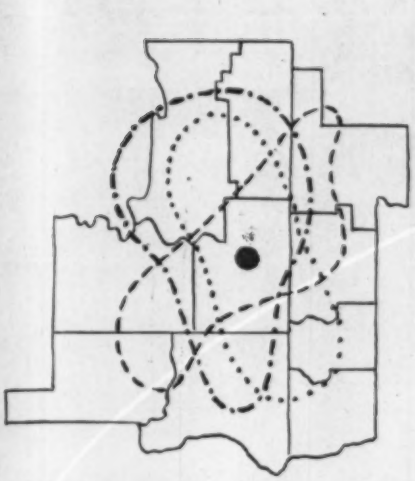
MILES LABS., Elkhart, Ind. (Tabcin, Alka Seltzer, One-A-Day Vitamins, Bactin, Sept. 10 for 52 weeks renews *Quiz Kids*, NBC, Sun., 2:30-3 p.m. CDT. Agency: Wade Adv., Chicago.

Adpeople . . .

DONALD B. SEEM, assistant advertising manager Electric Auto-Lite Co., Toledo (*Suspense*, CBS-AM-TV), appointed advertising manager.

HOWARD M. CHAPIN, advertising director General Foods Corp., named by Advertising Council as coordinator of its campaign on government reorganization, to serve as executive liaison between council, its agency, J. Walter Thompson Co., and Citizens Committee for Hoover Report.

FRED ROPER, Standard Oil Co. (Calif.), re-elected president Northern California chapter, National Industrial Advertisers Assn.



Signal Strength?

Radio Homes?

Audience Surveys?

On Traffic

Sales

TRAFFIC-SALES

the language every merchant understands

THE "XL" STATIONS

are proven producers of traffic and sales the tested A R B I * way

write for *Free* summary of 16 A R B I tests

To: The XL Stations—Box 1956-Butte, Montana

The XL Stations

KXL	KXLE	KXLY	KXLF	KXLJ	KXLQ	KXLK	KXLL
Portland	Ellensburg	Spokane	Butte	Helena	Bozeman	Great Falls	Missoula

* Advertising Research Bureau, Inc.

WIBG
EXCLUSIVE!
FOR THE
8TH STRAIGHT YEAR
OF BROADCASTING
PHILADELPHIA
ATHLETICS
GAMES
FOR THE
1ST TIME
BROADCASTING
ALL HOME AND AWAY GAMES...
OF THE
PHILADELPHIA
ATHLETICS
10,000 WATTS
PHILADELPHIA'S
MOST POWERFUL
INDEPENDENT
WIBG
with
BYRUM SAAM
Outstanding play-by-play Sportscaster
REPRESENTED BY
ADAM J. YOUNG, INC.

feature of the week

RADIO has stepped in to play a leading role in the Youngstown, Ohio, Junior Chamber of Commerce year-round civic program. It's doing so every Saturday at 6:45 p. m. when *Mr. Jaycee Reports* throws the public spotlight on civic issues.

Modeled after the traditional "letter to the editor column," the WKBN Youngstown broadcast goes a bit further than the newspaper treatment. All questions or complaints—which take in the range of local issues such as parking, recreational, and city governmental problems—are answered.

Chief workers on the project are the membership which make up the local Chamber. One person is assigned to report on each complaint. He is given up to two weeks for his interviews of leading city officials or business leaders responsible for the particular department that is involved.

Issues are clarified by Mr. Jaycee (Gray McKenrick of the local chamber) who asks questions of four reporters appearing on the program each week. In addition to the public service provided, the Chamber feels the show has acquainted citizens with the Chamber itself and has built leadership among young members by compelling them to get out and meet local business men and city officials.

Another opportunity afforded the organization is the use of the program to help promote various drives such as the Mile of Dimes, city's annual spring clean up campaign, and other events sponsored by the chamber.

Waiting for "on the air" cue are "Mr. Jaycee" and high school prize winner, Nancy Ann Kosky.

* * *

Most forceful testimonial is the request by three Junior Chambers of Commerce groups of neighboring towns for full particulars in order that they might institute a similar program of their own next fall. For its part in developing interest in the program by holding a contest among high school and junior high school groups on civic improvement, the Chamber and the program were commended by Mayor Charles P. Henderson who has appeared on the program twice. Other local leaders also have been guests.

While some of the topics have been debated before, WKBN and the Jaycees feel that the novel program provides a fresh approach based on a solid, objective presentation.

HOW MUCH DOES IT
COST TO REACH
RADIO FAMILIES IN
THE OMAHA AREA
on WOW:
62 Cents
PER 1000 FAMILIES
Station B:
81 Cents
PER 1000 FAMILIES
Station C:
89 Cents
PER 1000 FAMILIES
Based on the new BMB Study No. 2
and published current rates for daytime
cross-the-board, advertisers.
AND WHAT'S MORE
This WOW cost is 9%
less than it was in 1949
Write, wire or phone NOW for choice
availabilities.
WOW
OMAHA
Owner and Operator of
WOW-TV and
KODY, NORTH PLATTE
John J. Gillin, Jr., Pres. & Gen'l Mgr.
John Blair Company & John Blair T-V
Representatives

strictly business

WELLS BARNETT

SALESMEN for John Blair & Co., think Wells Barnett is a nice man to have around.

As sales development manager, Mr. Barnett keeps them supplied with essential sales tools. Last week, for example, he was putting the finishing touches to a 17-page (single-spaced) detailed analysis of WWSW Pittsburgh, which will be represented by Blair beginning today. He got his material on the Pittsburgh station first-hand as part of a team of Blair men that recently studied every phase of the operation. Copies of the WWSW report will go to the representative firm's salesmen everywhere.

Mr. Barnett keeps busy enough studying competitive factors in various markets, setting up conferences for station managers who visit the home office in Chicago, watching the normal flow of information from stations (like schedules, etc.), and putting out a daily Blair Bulletin to stations.

For nearly five years, Wells Barnett has backed up the company's salesmen from Chicago headquarters, but Aug. 1 he moves to New

(Continued on page 63)

PERPETUAL PROMOTION

wins prizes*
and holds audience loyalty!

The only prize WFBR set out to win was a prize audience, whose loyalty pays off in handsome Hoopers, and, by the same token, in direct and tangible results for WFBR advertisers!

WFBR newspaper advertising is the most consistent of any Baltimore station – 12 months a year – with no time out. WFBR carcards are consistent, too – 12 months a year. And WFBR "extra push" advertising – the special promotions and gimmicks – also goes 12 months a year. All this effort adds up to one big fact: the nearest thing to perpetual promotion is WFBR's advertising plan!

* **BILLBOARD prize winner again!**

WFBR takes first prize in regional channel network affiliate group for outstanding audience promotion in 1949!

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

at KYW
the mailman rings 3,800 times

Every week, on the average, Uncle Sam delivers *3,800 pieces of audience mail* to KYW's door!* Maybe this isn't a world record, but it's proof of consistent letter-writing interest on the part of 1,500,000 radio families throughout KYW-land.. which extends far beyond Philadelphia, and even beyond the limits of the nation's third market!

Just one example: a leading insurance company pulled more than 1,000 requests for a booklet during a single week on KYW's early-morning Musical Clock! For results like this, start promoting now on Philadelphia's 50,000-watt voice of NBC. See KYW or Free & Peters.

* Based on 65,300 pieces of mail tabulated during first four months of 1950.

KYW PHILADELPHIA

50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc **WBZ · WBZA · KDKA · WOWO · KEX · KYW · WBZ-TV**

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING
TELECASTING

Vol. 38, No. 25 WASHINGTON, D. C., JUNE 19, 1950 $7.00 A YEAR—25c A COPY

STRIKES BESET RADIO-TV

More Labor Problems Seen

ENGINEER and talent unions last week struck CBS and WMGM New York, and further labor turmoil in radio and television seemed probable.

A two-and-a-half-day strike by 425 CBS technicians, members of the International Brotherhood of Electrical Workers (AFL), was ended when both sides agreed to reopen negotiations under the supervision of a federal mediator.

A strike of the American Federation of Radio Artists against WMGM was resolved within 12 hours when the station agreed to reinstate eight announcers who had been dismissed.

Meanwhile, a National Labor Relations Board field examiner held the first joint conference between the warring Television Authority and Screen Actors Guild, without apparently making any headway toward settlement of the bitter jurisdictional dispute in which they are embroiled.

The NLRB conference, described as an informal and preliminary discussion, included not only the field examiner, Sidney Levy, and representatives of TVA and both the Screen Actors and Screen Extras Guilds but also officials of television networks.

Although no official report on the proceeding was available, it was learned that neither TVA nor SAG gave any indications of yielding in their claims to representation of talent in television.

Seek NLRB Ruling

Both have filed petitions with the NLRB—TVA in New York and SAG in Hollywood—seeking designation as bargaining unit for television. TVA seeks representation for all talent in television. SAG seeks only to bargain for talent in the productions of motion pictures made for TV.

It was freely speculated by authorities, at the conclusion of last Thursday's NLRB meeting, that the TVA-SAG issue would go to an NLRB hearing, a procedure that would take some time.

But whatever the outcome of the jurisdictional dispute, telecasters were confronted with prospects of heavy demands from talent unions. Both TVA and SAG have announced demands for wages and working conditions they will seek.

The strike against CBS last week of 335 IBEW members in New York and 90 of them in Hollywood flared Monday evening after an impasse had been reached in negotiations for renewal of a contract that expired May 28.

The negotiations pertained only to the New York Local 1212 of the IBEW, but the 90 IBEW members in Hollywood walked out in sympathy. Their own contractural arrangements with the network were not involved.

The strike was called despite the fact—which both parties admitted—that basic agreement on wage increases had been reached. CBS had offered wage scales of $135 a week for five-year men, an increase of $6.50 over rates in the former contract, and the union had accepted the new scales, it was said.

Basis of Controversy

The core of the dispute was working conditions. Among the provisions sought by the union but not granted by CBS was additional vacation time, specific period for meal time and rearranged schedules of days off per week.

The strike, which started at 6 p.m. Monday, caused cancellation of nine CBS television shows, five of them commercial. Other television programs and all regularly scheduled radio shows, except some late evening dance band pickups, were broadcast with CBS executive and supervisory personnel acting as technicians.

The TV programs which could not be aired were: Monday—*Kirby Stone Quintet*, a sustainer, 7-7:15 p.m.; *Paul Arnold Show*, 7:15-7:30 p.m.; *The Goldbergs*, sponsored by General Foods, 9:30-10 p.m., and *Studio One*, sponsored by Westinghouse, 10-11 p.m.

Tuesday Shows Stopped

Tuesday: *Suspense*, sponsored by Electric Auto-Lite, 9:30-10 p.m. and the wrestling bouts, cooperatively sponsored.

Wednesday: *Stage 13*, a sustainer, 9:30-10 p.m., and a special UN program, 10-10:30 p.m.

Although its performance was scheduled for Friday, 9-10 p.m., a day after the strike was ended, the *Ford Theatre* was cancelled on order of Kenyon & Eckhardt, Ford agency, because there had not been time for adequate rehearsals while the strike was in progress.

A complicating factor in the IBEW strike was the refusal of some 100 stage hands, members of the International Alliance of Theatrical Stage Employes, to cross the IBEW picket lines in New York.

The absence of both scene handlers and engineers made production of such elaborate presentations as *Studio One*, *The Goldbergs*, *Suspense*, *Stage 13* and *Ford Theatre* impossible.

A few performers also were reported to have refused to violate the IBEW picket lines. The actions of the IATSE and the scattering of actors in respecting the engineers picketing were not official.

Announcement that the IBEW had agreed to return to work was made by J. R. Mandelbaum, U. S. Conciliations Commissioner in New York, at 7 p.m. Wednesday after CBS and the IBEW had agreed to resume discussions today (Monday).

Agreement Terms

Under the strike-ending agreement, CBS guaranteed to re-employ all IBEW members on its rolls before the strike, the IBEW agreed to return to work Thursday morning.

A specification of the agreement

(Continued on page 39)

PRESS DUOPOLY?

Radio Analogy Seen

AN ANTI-TRUST suit which could have far-reaching ramifications in radio—possibly starting with the awaited clarification by FCC of its "anti-trust" policy—was filed by the Justice Dept. last week against the New Orleans *Times-Picayune*, one of the South's top newspapers [CLOSED CIRCUIT, June 12].

Reminiscent of the Commission's duopoly rule in broadcasting, the suit is aimed in part at alleged practices involving "combination rates," charging that the Times-Picayune Publishing Co. used its two local papers in an attempt to attain monopoly.

Though the suit itself does not involve the company's radio interests—WTPS-AM-FM New Orleans—the case is being watched closely by FCC legal authorities and newspaper-owned stations throughout the nation, who number an estimated 25% of the total.

FCC authorities were officially silent on the question, but the first unofficial reaction was a "wait-for-the-outcome" attitude.

FCC Policy Question

Normally, FCC has not acted against licensees charged with anti-trust violations unless the suits ended in convictions or consent decrees—and currently the "action" in those cases has been to hold up action on applications pending a decision, still unreached, on a "uniform policy."

But the uniform-policy issue also raises the question of *alleged* violations and what policy FCC should adopt toward applicants who have been accused of violating any non-radio laws—anti-trust or otherwise—but who have not yet stood trial [BROADCASTING, May 1]. This whole question is still under consideration by the Commission.

The *Times-Picayune* currently has one application on which the Commission might indicate the course it intends to take. That is a pending WTPS request for 5 kw day and 1 kw night on 940 kc, which it currently uses with 1 kw day and 500 w night. There is also a television application which is caught in the freeze. The renewal applications of WTPS and WTPS-FM are not due until March 1953 and March 1951, respectively.

May Cite L. A. Case

For precedent, WTPS if necessary can cite the Commission's Los Angeles television decision of 1946 in urging a grant rather than delayed action in its bid for higher power. In that case FCC granted the application of Paramount Television Productions while recognizing that the company was involved in an anti-trust suit.

The Commission held that "the

(Continued on page 34)

LINEUP at Senate Interstate and Foreign Commerce Committee's hearings on renomination of FCC Comr. George E. Sterling included (l to r) Sens. Homer E. Capehart (R-Ind.) and John W. Bricker (R-Ohio); official stenographer (foreground); Sen. Owen Brewster (R-Me.), Chairman Ed C. Johnson (D-Col.), Sens. E. W. McFarland (D-Ariz.) and Charles W. Tobey (R-N. H.); Ed Cooper, the committee's communications expert (in background) ,and Sen. Francis J. Myers (D-Pa.). Sen. Lester C. Hunt (D-Wyo.) also participated but was absent when picture was made.

* * *

STERLING PASSES SENATE GROUP

Unanimous Action

CONFIRMATION of FCC Comr. George E. Sterling for a new seven-year term was virtually guaranteed last Friday as the Senate Interstate and Foreign Commerce Committee unanimously approved him following a two-session hearing on his renomination.

Committee approval usually is tantamount to Senate confirmation. Action by the Senate is expected early this week.

Despite the barrage of questions levelled at him, with peppery Sen. Charles W. Tobey (R-N. H.) as the chief inquisitor, members of the committee — including Sen. Tobey—at no time left any doubt that their ultimate decision would be favorable. They voted their approval in a brief session after the hearing was completed early Friday afternoon.

Sen. Tobey, who said he had armed himself with "approximately 141 questions," briefly revived the often-waged "Armstrong" fight over FCC reallocation of FM, but centered his major questioning on the handling of a 1947 memorandum to Mr. Sterling which he felt might have averted the present TV freeze.

In the give-and-take, Comr. Sterling indicated:

● He thinks FCC may do "something affirmative" in the long-pending clear-channel case before the end of "this calendar year" [CLOSED CIRCUIT, June 5].

● He does not personally regard VHF television as a temporary or interim service, thinks color TV decision may be ready by September, and estimates the freeze may be lifted by the end of the year.

● He hopes UHF space can be provided for a closely regulated Stratovision service, which he views enthusiastically as a means of taking TV service to broad areas of the nation.

The hearing, which opened Thursday afternoon, was recessed until Friday morning to permit Sen. Tobey, who had not yet completed his questioning, to attend other committee meetings. At the opening session he said he possessed FM evidence that "doesn't smell good," involving purported changes in FCC records, but did not pursue the subject when the hearing resumed Friday.

Both Sen. Tobey and Sen. Ed. C. Johnson (D-Col.), committee chairman, emphasized that the hearing and their questions were "impersonal" and designed soley to elict Mr. Sterling's views on important policy matters. Sen Johnson said he personally was "very friendly" to Comr. Sterling, a Maine Republican. The renomination is for a seven-year term starting July 1.

Home State Approval

Mr. Sterling also had the endorsement of both Senators from his home state—Sen. Owen Brewster, a member of the commerce committee, and Sen. Margaret Chase Smith—as pointed out by Sen. Johnson.

Most of Thursday's questioning related to a "confidential" memorandum on TV allocations sent by E. W. Allen, chief of FCC's Technical Information Division, to Mr. Sterling as FCC Chief Engineer in June 1947.

The memorandum raised the question of tropospheric interference—one of the primary reasons for the subsequent imposition of the TV freeze—and suggested that allocations should take this factor into account.

Comr. Sterling conceded that adoption of Mr. Allen's recommendations *en toto* at that time would have meant, aside from the color television question, that the freeze would not have been necessary and that accordingly, more stations could be in operation today. But he insisted that the scientific information then available was insufficient to permit such action, and that, instead, a "comprehensive investigation" was launched to gather the necessary data.

He conceded that he couldn't recall having passed the memorandum along to the Commission, but he denied that it was "buried" or that Mr. Allen was instructed to "pigeon-hole" it. He said Mr. Allen and the chief of the television division were told to take it into consideration in their planning, and that he thought they discussed it in staff meetings.

It was only after more and more

(Continued on page 46)

Comr. Sterling testifying at his confirmation hearing.

LEE HOLDINGS

CBS Reportedly Gets KTSL

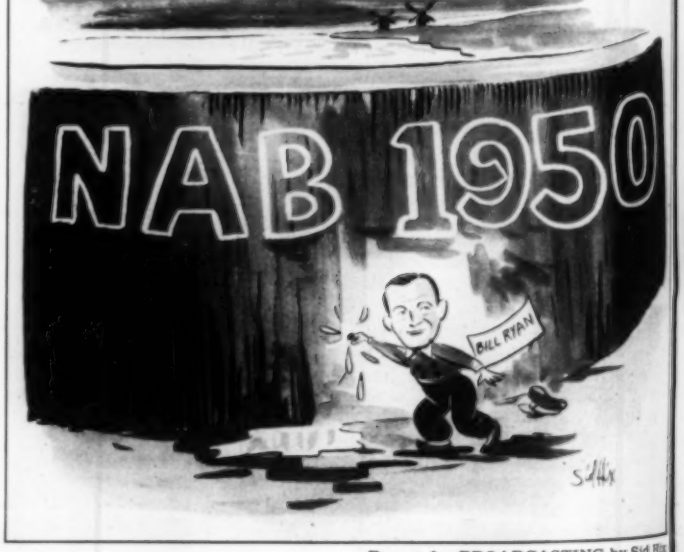
DESPITE LACK of formal announcement, reports were current last Friday that a tentative understanding had been reached on disposition of the radio and TV properties of Don Lee.

CBS was mentioned as the likely successful bidder for KTSL (TV) Los Angeles and the Don Lee headquarters, with a figure of $1 million reported for the station and in the neighborhood of $2,225,000 for the 1313 No. Vine headquarters.

Ray Wright of Seattle, counsel for R. D. Merrill, 83-year old sole heir of Thomas S. Lee, and Ben H. Brown, public administrator of Los Angeles, were in Washington late last week, but refused comment. It is presumed they consulted with the FCC about the transaction. Mr. Wright told BROADCASTING no determination would be reached until their return to Los Angeles this week.

In addition to bidders previously reported, it was understood that a management group in Don Lee, headed by Chairman Lewis Allen Weiss and President Willet Brown, had been formed with a view to acquiring all properties save KTSL and the headquarters. Automotive properties, including several Cadillac agencies, had been disposed of previously.

Other bidders reportedly are Ed Pauley, financier and oil operator; Liberty Broadcasting System, and Floyd Odlum, head of Atlas Corp., giant holding company. In addition to KTSL and the headquarters there are the four owned-and-operated stations of Don Lee, Pacific Northwest Broadcasting Co., and a 19% interest in Mutual.



Drawn for BROADCASTING by Sid Hix

NAB BOARD TO TACKLE FUND CRISIS At D. C. Meet

NAB's Board of Directors will decide this week whether to solve the association's money and membership problems by reorganizing once again or by trimming and polishing the present structure.

Though two networks and a sizeable segment of stations have pulled out of NAB since the last board meeting in April, major developments in answering member complaints and solving budget problems are in the making at Washington headquarters.

Things have happened fast around the association offices in the past fortnight. Three key executives have resigned. They are G. Emerson Markham, director of the Television Dept.; Arthur C. Stringer, staff director, manager of the convention exhibits and secretary of the NAB News Committee [CLOSED CIRCUIT, June 12]; Don Petty, general counsel [BROADCASTING, June 12].

General Manager William B. Ryan has completed an extensive study of the whole headquarter's operation and the budget. He was to meet over the weekend with the board's Finance Committee and submit a series of recommendations designed to keep expenditures inside the association's income.

President Justin Miller, Mr. Ryan and staff executives will meet today (Monday) with the 11 new board members for an indoctrination session. The new members will be acquainted in detail with NAB's activities, including the services offered members and the less publicized functions.

Most of the new directors have served on NAB committees and several have sat in past meetings.

Drop in Membership

The Membership Committee was to meet Saturday but instead will meet this week. Confronting this group was the decline in membership from 2,003 at the end of 1948 to 1,767 a year ago and 1,521 at present. This drop is not as serious as it appears at first glance, according to NAB officials, since it reflects the death of large numbers of postwar, FCC-encouraged FM stations and other embryo projects.

While winter-spring resignations have cut sharply into the $780,000 budget for the fiscal year that started last April 1, the membership picture is not entirely dark by any means. The association's membership at this time is the highest in its history prior to 1948 and its dues structure has been adjusted to meet mounting costs, NAB officials point out.

The Membership Committee was expected to recommend an active drive to bring in new members and bring back old ones. A program submitted to the board last February, when the network resignations were thought to be imminent, was rejected by the directors but many of its features are likely to be revived.

Board members will be given a preview of a new sales manual for use in soliciting memberships. The manual will show cost ratios in which NAB dues are compared to other station operating expenses.

Brunt of the membership drive likely will be borne by B. Walter Huffington, NAB station relations director, and Mr. Ryan.

Among recent resignations from NAB is that of KVOE Santa Ana, Calif. Ernest L. Spencer, station president, wrote Judge Miller that he felt recent NAB actions were "inimical" to stations the size of KVOE, mentioning specifically the dues cost for smaller outlets and "hiring as your assistant a clear-channel, high-power advocate."

Mutual Stays

Decision of the MBS board of directors last Monday to remain in NAB (story page 36) was described at the association as confirming the belief that NAB has struck bottom and is on the way upward.

The staff situation at NAB headquarters is unsettled as the board convenes but it is believed the major changes have already taken place. Since the April board meeting C. Meryl Sullivan, assistant research director, and Everett E. Revercomb, assistant treasurer, have left the association in addition to Messrs. Petty, Stringer and Markham.

In submitting his resignation Mr. Markham wrote Mr. Ryan that he was leaving effective July 1. Mr. Petty's resignation is effective the same day, he said in a letter to Judge Miller. He plans to devote fulltime to his law practice in Los Angeles and Washington. Mr. Stringer resigned effective June 15.

In reporting to the board on his two months of service as general manager, Mr. Ryan is expected to suggest a program based on refinement of operating methods and raising efficiency in the overall functioning. He was vested with the task of answering criticism based on management methods at headquarters.

Specific departments have been combed for possible savings and ways of raising efficiency, and department heads were directed to suggest 15% budget savings in their funds.

Though recent emphasis has rested on these functioning problems, the board will face an agenda that includes such perennials as proposed separation of Broadcast Advertising Bureau from NAB, and the status of Broadcast Measurement Bureau, Broadcast Music Inc., ASCAP negotiations and modernizing of the Standards of Practice to cover television.

Incorporators of Broadcast Audience Measurement Inc., successor to BMB, were to meet Friday afternoon in Washington to elect directors. In turn the BAM board was expected to take up the election of officers for the project, conceived as a complete industry, audience and program measurement service.

Committees Named

Three standing committees of the board were appointed last week by President Miller in addition to the Finance Committee, whose membership was completed the previous week [BROADCASTING, June 12]. The new groups follow:

By-Laws Committee — Frank U. Fletcher, WARL Arlington, Va., chairman; Harold Essex, WSJS Winston-Salem, N. C.; A. D. Willard Jr., WGAC Augusta, Ga.

Convention Committee — Eugene S. Thomas, WOIC(TV) Washington, chairman; James D. Shouse, WLW Cincinnati; Harold Wheelahan, WSMB New Orleans.

Membership Committee — Clyde W. Rembert, KRLD Dallas, chairman; Charles C. Caley, WMBD Peoria, Ill.; William C. Grove, KFBC Cheyenne, Wyo.; Patt McDonald, WHHM Memphis; Calvin J. Smith, KFAC Los Angeles; Allen M. Woodall, WDAK Columbus, Ga.

One of the board's first jobs when it convenes Tuesday morning will be to elect new directors to succeed Mr. Ryan, who had been elected in February as director-at-large for large stations, and Harold E. Fellows, WEEI Boston, whose District 1 (New England) directorship became vacant when WEEI withdrew from NAB in connection with the CBS resignation.

TALENT BUYS 'Guild' to ABC, NBC Signs 2, Edwards on CBS

ABC LAST WEEK got into the talent-buying spree when it purchased *Screen Guild Players*, which Camel cigarettes recently dropped on NBC, and announced it would begin airing the program next September.

Meanwhile, NBC announced it had signed Kate Smith to a five-year television contract. Miss Smith will begin a Monday-Friday afternoon television show over NBC next fall.

The same day, NBC reported it had signed Ransom Sherman, a veteran comedian, to a five-year television contract. Mr. Sherman will head a summer variety show, replacing *Kukla, Fran & Ollie* in the Monday-Friday 7-7:30 p.m. period beginning July 3.

Program Format

Miss Smith's new program will be produced by Ted Collins and will feature interviews, dramatic sketches, guest stars and human interest stories in addition to Miss Smith's voice, NBC reported.

Mr. Sherman has appeared in supporting roles on the *Fibber McGee & Molly* program, in motion pictures and has appeared frequently in radio for more than 20 years.

In announcing its acquisition of *Screen Guild Players*, ABC said the program was the first of several it intended to buy. Formerly a half-hour show, *Screen Guild Players* will be presented as an hour-long production on ABC and sold in half-hour segments.

At a price said to be "more than $1 million a year," Philip Morris & Co. has bought Ralph Edwards' *Truth or Consequences* for both radio and television starting in the fall.

Programs will not be simulcast, but were purchased as two distinct shows, according to the Biow Co., agency servicing the account. Mr. Edwards will slant each show to the medium over which it is to be transmitted, it was said.

Radio version starts Sept. 5 on CBS, taking Tuesday 9:30-10 p.m. (EST) time. Telecast show will be on CBS-TV starting Thursday, Sept. 7, 10-10:30 p.m. (EST).

First Shows

First two television shows were filmed by Trio Pictures Inc., Hollywood, last Saturday. Mr. Edwards and his troupe are to be in Europe during July and at that time will tape record four radio programs for fall release.

Procter & Gamble Co. sponsored *Truth or Consequences* on NBC for 10 years, but cancelled out following the June 14 broadcast after making Mr. Edwards a TV offer only, which he turned down [BROADCASTING, May 22]. Mr. Edwards said he preferred to sign with an advertiser who would sponsor the program on both media.

NEW MARGARINE
Lever To Use Radio Spots

RADIO spot announcements and newspapers will be used to launch one of the most intensive advertising, merchandising and promotional campaigns ever put behind margarine by a new brand yellow Good Luck margarine made by the Good Luck Products Division of Lever Bros. Co., through its agency, BBDO, New York. The campaign starts July 1, when the repeal of federal tax restrictions on yellow margarine becomes effective.

The new yellow Good Luck—result of a 12 year, $1 million research program on the part of Unilever—is being made by a new secret manufacturing process in a new Hammond, Ind., plant.

The radio schedule of spot announcements starts July 13 in approximately 20 markets in the country, using 25 stations to introduce the new product.

Company officials stated that distribution of the new product will be expanded as soon as increased manufacturing facilities permit. Advertising will increase as distribution expands.

There's Nothing Like:

The Good Old Days

By CHARLES C. WARREN

THE FIRST 23 years may be the hardest but Charles C. Warren, general manager of WCMI Ashland, Ky., wouldn't trade his various radio experiences for anything—and he figures he has about 17 stations behind him. Mr. Warren has been general manager of WCMI since April 1947, and associated with the station in one capacity or another since October 1941. In that time, with two years out for Marine Corps service, he also served as sports announcer, program director and salesman. His earlier experience reads almost like a BROADCASTING AM-FM directory. Starting at WJJD (then Moosehart) in 1927, he later joined WIBO WLS WBBM Chicago, NBC New York as special events man in 1935, and moved on to WSMK (now WING) Dayton, WCOL Columbus, WGAR Cleveland (all Ohio), WGRC Louisville—among others. He specialized in sports announcing but also handled copy for Kate Smith and Ted Collins at one time. In this byline piece based on a recent speech, Mr. Warren recalls radio's early days with the humor of the vaudeville circuit he once traveled before embarking on a radio career.

Mr. WARREN

RADIO, one of the miracles of our lifetime . . . indeed, one of the miracles of man's history! You probably look forward, with dubious anticipation, to a lengthy documentation of radio as a potent social force . . . a universal agent of dissemination.

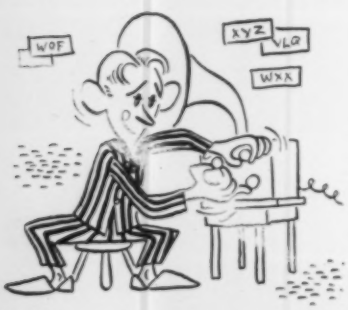
Instead, I'd like to take you behind the scenes of radio . . . the radio industry that I knew during the past two decades. Radio really started in the Garden of Eden, it is said, when a rib was taken from Adam to make the first loud speaker.

Radio is a recent invention by which you are able to give a person the air without hurting his feelings. It is also known as a device to teach mankind the blessings of silence. Radio is still in its infancy, but a lot of its jokes are not. Since radio is now within the reach of all, it is strange more of them are not smashed. What you can get on your radio of course, depends in a large measure on the generosity of your pawnbroker.

But I started to speak of radio as I knew it a couple of decades ago. The days when a deluxe receiver consisted of a crystal and a coil of wire around an oatmeal box. As a matter of fact, for some time I really believed that this whole radio furor was a hoax inspired by the makers of oatmeal just to sell those boxes.

* * *

IF you don't remember you husbands and sons sitting far into the night, you might recall your fathers and mothers doing just that . . . D-Xing— that's what they called it . . . fishing for a far away station. And believe me some of the fish stories for this type of fishing far surpass anything the most avid disciple of Izaak Walton ever dreamed up over a hot fishing rod for the benefit of the lads who stayed home.



There used to be a favorite joke along about this time. I remember it well, because my partner and I in a vaudeville act used it with sensational effect . . . One D-X fan said to another, "Joe, I was up until three this morning and I got England!" The second said, "I was up until four and I got Argentina." The third one said, as he sneezed, "That's not so much! I was up until five, when I stuck my head out of the window and got Chile." This usually brought down the house and sometimes we were able to escape without serious injury.

After several narrow escapes in vaudeville . . . pronounced vodvil at our salary . . . narrow escapes such as I mentioned a moment ago, I graduated into radio. Radio was really in its infancy. Studios were no more than barnlike rooms hung with old drapes or monk's cloth to soften the echoes and reverberations. The control room equipment was homemade, as was the transmitting equipment. The chief component of the latter was haywire . . . or as we called it . . . baling wire, and in all too many instances, another component was a lot of bad debts. This may have led to the famous old saying that, "In the midst of life, we are in debt." I've forgotten who said that and it may be just as well if I forget that, too.

But back to the old days of radio . . . we used a microphone back then known as the "carbon" mike. Its purpose, and by the way, it was guaranteed for this . . . was to distort the human voice beyond any chance of recognition. Every one who spoke over one of these old time carbon mikes sounded like Andy Devine . . . with laryngitis, yet. Very occasionally this little gem of voice transmission refused to work at all and the only thing that could be done when this happened was to thump it against the wall to loosen the carbon granules which had become packed. Sometimes, the announcer also banged his head against the wall . . . also to loosen the granules, and too, because it felt so nice when he stopped.

A radio station manager in those days was a rather industrious soul. He was also the announcer, more than likely the engineer, the sound effects man when needed, the time salesman most assuredly; he talked . . . he sang . . . he played the piano or organ . . . he gave household hints and advice to the lovelorn.

He drew up horoscopes, read the comics to the children . . . interpreted dreams and all the while cajoled the creditors and hoped he could stay on the air another 48 hours. He was also ready at any given moment to immediately bow three times and face Washington, the home of the FCC, and cry "Allah! Allah!" if need be.

One of the favorite methods of filling time at the irreducible minimum of cost was to put a telephone line into a dine and dance place . . . to use the term rather loosely . . . a night club of that early era . . . and broadcast the music of the dance band. This was before the tremendous upsurge of a certain form of entertainment which has become rampant in the land . . . this was way back B. H., before Hillbillies.

I remember one such instance in the local night hot spot in the town where I laughlingly held out my hand for a meager pay check. I was that station's announcing staff and we had a line into a Chinese restaurant. The orchestra was a bunch of young fellows getting their start. They were eager and ambitious and if their music wasn't exactly the finest in the land, it was at least characterized by volume and zest. These lads were not happy working for this oriental Sherman Billingsley. But they couldn't leave because he owed them several months back pay . . . So, they ate chop suey for breakfast . . . chow mein for lunch . . . and egg foo young for dinner in lieu of pay.

Well, as I said, we put them on the air because it was available . . . and because it was cheap. And we

(Continued on page 44)

COUNSEL CLASH

Marks 2d Richards Hearing

NEW CLASHES between opposing counsel marked FCC's hearing on the news policies of G. A. (Dick) Richards as it got under way a second time in Los Angeles last week.

The new start came Wednesday, after the Commission voted 4-to-1 to grant FCC General Counsel Benedict P. Cottone's appeal for authority—which had been denied by Examiner James D. Cunningham [BROADCASTING, June 12]—to present the FCC case against Mr. Richards before counsel for Mr. Richards present their case in his behalf.

First witnesses called by FCC were Robert O. Reynolds, vice president and general manager of Mr. Richards' KMPC Los Angeles, who appeared under subpena, and Dr. Roy E. Thomas, Mr. Richards' physician, who was called after Mr. Cottone refused to accept a written medical statement that appearance as a witness would endanger Mr. Richards' life.

In one of many exchanges, Mr. Cottone charged that Hugh Fulton, chief trial counsel for Mr. Richards, was employing "scandalous and scurrilous" methods and in some instances was being "entirely unethical." Mr. Fulton countered with the accusation that Mr. Cottone himself was guilty of unethical conduct in failing to reveal text of his appeal to the Commission which resulted in FCC being permitted to present its case first.

Mr. Fulton charged at the outset that the hearing is "unnecessary and ridiculous."

Claims Settlement Sought

Mr. Cottone contended Mr. Richards once had been eager to admit guilt and sought to "arrive at a settlement with the Commission" to escape public hearing.

Mr. Fulton denied these claims, asserting Mr. Richards was not prepared to admit the "false and ridiculous charges" leveled by former newscasters. He said Mr. Richards has sought to divest himself of control of his stations—KMPC, WJR Detroit, and WGAR Cleveland, all of whose licenses are at stake in the hearing—and that earlier counsel had had discussions with Commission counsel to "settle" the matter.

Mr. Cottone retorted: "Mr. Fulton's interpretation of what he terms settlement discussions is entirely wrong. Are we going to bargain for the public interest? Is Mr. Richards going to settle for one and one-half stations?"

In the meantime, Joseph Burns, associate counsel for Mr. Richards, charged that the hearing is a "prosecution." He asserted that in the previous hearing [BROADCASTING, March 20, 27, April 3]—the record of which was stricken following the death of Examiner J. Fred Johnson Jr., who had been presiding—FCC counsel presented only evidence which was damaging to Mr. Richards and withheld any that might be favorable to him.

At another point Mr. Burns asked for a list of witnesses subpenaed by FCC, declaring that one of his reasons "is to find out if the Commission counsel made a false statement to the Commission when it insisted on presenting its case first on the ground that it had gone to considerable expense to subpena witnesses here."

Question of Integrity

Mr. Cottone demanded to know whether Mr. Burns was questioning his integrity. If so, he said, assertions to that effect should be put into an affidavit to the Commission.

Examiner Cunningham provided Mr. Burns with the witness list.

Mr. Reynolds, who was not called by FCC in the first hearing, was questioned closely on conferences with Mr. Richards regarding the proceeding.

"Did he say to tell the truth?" Mr. Cottone pressed.

"He didn't say not to tell the truth," Mr. Reynolds snapped back.

He asserted Mr. Richards might have told him to "get in there and do a good job."

When Mr. Reynolds returned to the stand Thursday, Mr. Cottone wanted to know what he had discussed with Mr. Fulton during the overnight recess.

"We discussed your line of attack," Mr. Reynolds replied, "and wondered why you called Mr. Richards' witnesses before they had an opportunity to testify for him. The conclusion was reached that you don't think you have a case, the way you are proceeding.

"Mr. Fulton said it was obvious that you are attempting to use myself and other people from the station to corroborate records of transcript of witnesses at the former hearing."

Mr. Reynolds said that, as he recalled it, some of the testimony given by witnesses for FCC in the first hearing was false, but that he was unable to point out precisely which portions these were.

Questions Accuracy

Hammering at the accuracy of Mr. Reynolds' recollection, Mr. Cottone asked if he intended to avoid corroborating testimony of the 23 witnesses presented by FCC in the previous hearing.

"Mr. Cottone," the KMPC executive replied, "I am here under oath and I intend to answer you as best I can. I think some of the testimony in the previous record is false or half true. If you point out specific items I will tell you what I believe about them."

He said he wanted to revise any previous testimony which might indicate he had no "personal knowledge" of untruth in evidence

(Continued on page 72)

CONGRESS HITS FCC

On Richards Issue

DEMANDS that FCC account for its conduct in the current G. A. (Dick) Richards case were mounting on Capitol Hill last week as Reps. Anthony F. Tauriello (D-N. Y.) and Hugh J. Addonizio (D-N. J.) leveled new blasts at the Commission involving charges of "ubiquitous interference" and "thought control."

They joined Rep. Stephen Young (D-Ohio) in suggesting that the Speaker of the House name a bipartisan committee to "confer with the FCC immediately and make a full report to this body as to the outcome of such a meeting."

Rep. Tauriello said he had "personally contacted" Senate Majority Leader Scott Lucas (D-Ill.), "so that he would become familiar with the present machinations of the FCC in this case."

He indicated later he may introduce a resolution this week providing for establishment of such a committee. Rep. Young said he has been pressed on other matters and hadn't considered such a move "at this time." Authorities close to Speaker Sam Rayburn (D-Tex.) said he had not been apprised of the suggestion but explained a resolution would be necessary before Rep. Rayburn could take any action.

In a statement inserted in the *Congressional Record* following up the attack he launched a few weeks ago, Rep. Tauriello denounced FCC's so-called "star" witness in the hearing and accused FCC of denying "essential rights" of Mr. Richards thus far in its investigation of his news policies.

He said:

. . . It would seem to me that FCC actually intends to usurp the power of censorship and thought control. It appears that they are trying to persecute and punish a station owner who has dared to have his own private opinions. If successful in this case, what other radio stations are marked for attack? Where will the censorship axe fall next?

As an American citizen, and a Democrat, I believe that everyone should be given a statement of the charges against him and an opportunity to defend himself. My investigation into this particular case shows a denial of these essential rights. The FCC not only refused to furnish a statement of the charges against these radio stations [Mr. Richards owns KMPC Los Angeles, WGAR Cleveland and WJR Detroit] but has fought tooth and nail to prevent the facts from coming to light.

All of our radio stations should be judged by what goes on over the radio and not by what some discharged former employe contends an owner would like to have had go out over the radio. . . .

Hits FCC Action

Referring to the Commission's action in adjourning the hearings pending an appeal by the FCC general counsel on a point of procedure, Rep. Tauriello said the Commission "reached out and interfered" even though it "did not know and did not have before it the oral argument and the facts which their own examiner had before him" when he refused an adjournment.

Although Mr. Richards is accused of having ordered KMPC newsmen to slant news against the late President Roosevelt, the Congressmen noted that "we Democrats are just as much opposed to this kind of ubiquitous interference [by the Commission] as are the Republicans, and we are just as much apt to be the victims of it . . ."

Rep. Tauriello took one of FCC's principal witnesses—Clete Roberts, former news editor of KMPC—to task for what he called "slurs" on the people of southern Italy.

He said Mr. Roberts' testimony under cross examination indicated "that he had been fired from every good job he ever had, that he took papers and files from his employer's station without permission [and] that he intentionally disobeyed his employer's instructions behind his employer's back. . . .

"That such a witness cannot be worthy of belief was so obvious to me that I ask why does the FCC want to use such a man at all?" he asked, asserting that "if this man Roberts is continued to be sponsored and supported by the FCC, we have very definitely not heard the end of it."

Rep. Addonizio charged that Republicans had injected a partisan issue into the way FCC's hearings are being conducted, but made plain he would not "support any agency . . . that has to engage in the use of such a type of witness." Rep. Addonizio told the House Thursday:

"I am now given to understand that these particular proceedings began again in Los Angeles and that FCC refuses to give Congressman Tauriello—and others—any answer as to whether or not it is their intention to put this witness back on the stand."

He called for a "quick determination" on whether or not FCC's conduct in the case "has been beyond reproach" and for a "full, non-partisan report" to the House.

Citing charges by certain Republicans, notably Sen. Homer Ferguson (R-Mich.), that FCC is attempting to control thoughts of station licensees, Rep. Addonizio said that "if FCC hopes to bring about any form of censorship, then, I . . . line up solidly with the viewpoints of my colleagues in the House."

THIRTY years in business for Durkee-Mower Inc. (Marshmallow Fluff, Sweeco), pioneer radio advertiser, and preview of new East Lynn, Mass., plant are marked by (l to r) Karl Frost, pres., Harry M. Frost Agency; Fred L. Mower, treas., and H. Allen Durkee, pres. of firm; James Murley, Broadcast Advertising.

BRONZE plaque, marking 15th anniversary of *America's Town Meeting of the Air* on ABC is presented by Mark Woods (l), ABC vice chairman, to Charles V. Denny Jr. (r), founder and moderator of show. Center is Dr. Ordway Teed, chairman of the Board of Higher Education in New York City.

ON the 10th anniversary of her association with WLW Cincinnati, Madison Heartman is presented with roses by Harry Mason Smith (l), vice president in charge of sales for WLW owner, Crosley Broadcasting Corp. At right is Dwight Martin, Crosley's vice president and assistant general manager.

WHEN the Detroit Floor Covering Assn. held its recent golf outing, James G. Riddell (r), president of WXYZ Detroit, showed how it's done by winning the open division's first prize with a 76. Charles (Chuck) Rosen, vice president, William B. Doner Agency, seems pleased with it all.

SPECIAL George Polk Memorial Award for his series of broadcasts last year, *CBS Views the Press*, goes to Don Hollenbeck (r) of CBS. The citation is conferred by Dr. Tristram Walker Metcalfe (center), as Edmund A. Chester, director of CBS news, holds duplicate plaque to CBS.

CONFERRING before debut of CBS' comedy audience participation program *Hit the Jackpot* are (l to r) James A. Barnett, vice president in charge of advertising, Lever Bros., sponsor; Bill Cullen, m.c.; Bill Todman, producer-director; Fred Burghard, Ruthrauff & Ryan.

FTC ON AGENCIES

Denies Anti-Copy Crusade

SPECULATION that the Federal Trade Commission might embark on a wholesale policy of naming advertising agencies as co-respondents with advertisers in cases involving "false or misleading" ad copy brought prompt denials from FCC officials and one Commission member last week.

At the same time, however, Comr. John Carson, who is charged with responsibility for the commission's anti-monopoly work, admitted the matter "has been discussed in individual cases but no policy has been evolved."

Comr. Carson told BROADCASTING that in one recent case counsel for the commission had made such a recommendation but was overruled. He added, however, while declining to identify the principals, that another case "coming down shortly before FTC" involved "flagrant practices" by an advertising agency with respect to commercial copy.

Chairman James Mead, out of the city on a speaking engagement, could not be reached for comment. Two officials of the commission—Richard P. Whiteley, director of litigation bureau, and D. C. Daniel, executive director and secretary—also scotched the report that FTC may shift its policy.

Mr. Whiteley explained that FTC has followed a policy of naming an agency as a respondent "if it appears it is instrumental in boosting a company's advertising—if it is an active party in formation of the advertising."

Mr. Daniel noted a distinction where "agencies have been named when it appeared they had written the copy," though he conceded that in the overwhelming number of cases advertisers alone were singled out in FTC complaints and other actions on the ground they had "accepted" and approved copy "by those who drew it up."

ADMEN MEET

FAAG Opens Talks July 11

BREAD and butter aspects of the advertising agency will be discussed at the 23d national conference of the First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif., to be held July 11-14. Leading speaker, John Orr Young, co-founder of Young & Rubicam, will speak July 11 at a banquet on "Is 15% Agency Commission Enough?" — pointed at problems of the medium-sized agency.

Mr. Young also will be principal speaker July 13 when he will discuss advertising principles. Two days of the convention will be devoted to clinics with members permitted to add views to those expressed by panel "experts." Sessions will cover inter-agency cooperation and expansion through FAAG, cost accounting, new product methods, horizons for advertising, credit insurance, and overhead.

Gene Curtis, Patch & Curtis Adv., guest agency, has announced a California welcome for delegates and wives. Bob Jenkins, Smith, Taylor & Jenkins, Pittsburgh, and Al Aldridge, A. E. Aldridge Assoc., Philadelphia, are program chairmen. Henry Mayers, The Mayers Co., Los Angeles, will moderate at all clinics and Thayer Newman, Newman, Lynde & Assoc., Jacksonville, FAAG president, will preside at business sessions.

LYNCH APPOINTED

Is Y&R Timebuyer

TOM LYNCH, formerly with Cunningham & Walsh (then Newell-Emmett Co.) for the past 16½ years, has joined Young & Rubicam, New York, as a timebuyer.

Among the accounts Mr. Lynch has bought radio time for during his long tenure with C & W are Liggett & Myers (Chesterfield cigarettes), Beechnut Gum, Sunshine Biscuits, Northwest Airlines and Kirkman Flakes.

'Tune-O' Ruling

"THE element of chance in musical *Tune-O* is a dominant element and the game's play is forbidden by our (Nebraska) anti-lottery statues," under a policy in effect in Nebraska. The ruling was issued at the request of the Douglas County (Omaha) attorney on the request of WOW Omaha, according to Bill Wiseman, promotion manager, who added that WOW had rejected *Tune-O* after the ruling.

BBDO SHIFTS

Three Account Executives

BBDO New York, is realigning its account executive staff servicing American Tobacco Co. (Lucky Strike cigarettes), General Electric Co., and General Mills.

Tom Cumings, General Electric account executive for the past three years, was named head account executive on American Tobacco Co., succeeding Jack Denove, who it is understood will take over the General Mills account. Sam Harned, who services the Nehi Beverage account, also will handle General Electric. Mr. Harned has been with the agency for the past 20 years.

It is understood that the decision to switch accounts among the executives was made within the agency and not at the request of the clients.

Canada Dry Campaign

CANADA DRY, for its fruit flavored carbonated beverages, will launch a national spot radio campaign next month in 58 cities. J. M. Mathes Inc., New York, is the agency.

FARM RADIO IMPACT

Cited at NARFD Meet

AMERICA'S progress in agriculture coincides with the development of farm broadcasting, Keith Himebaugh, U. S. Dept. of Agriculture information director, told the annual Washington meeting of the National Assn. of Radio Farm Directors.

Addressing the June 12-13 assembly on its concluding day, Mr. Himebaugh declared broadcasting is "one of the most important means of getting information to farmers." He described the backward condition of agriculture in the Mediterranean countries, based on a recent inspection trip.

Few farmers in Mediterranean nations have radios and the broadcast service that is available offers nothing to aid agriculture, Mr. Himebaugh said, adding that rural areas lack electricity and few persons have seen movies. He said farmers are suspicious of government agents.

Educated persons feel superior to farmers, he said, adding that compulsory schooling is making progress in many areas. In Turkey and Greece the Economic Cooperation Administration is supplying radios to farm villages for group listening, according to Mr. Himebaugh. He declared progress in agriculture, here and abroad, depends on progress in communication.

Battles Presides

The two-day conference opened at the Dept. of Agriculture headquarters with Roy E. Battles, WLW Cincinnati, presiding as NARFD president. Kenneth M. Gapen, assistant director of information of the department's Radio & Television Service, was in charge of programming.

Departmental activities in television, which anticipate growth of the visual medium, were reviewed by Tom Noone and Maynard Speece, of the Radio & Television Service. They have been making extensive studies of TV oprations and outlined this work to the farm directors. They described the department's expanding library of films suitable for TV use and showed four films prepared by the Forest Service.

Secretary of Agriculture Charles F. Brannan addressed the Monday meeting, discussing progress in agriculture and the direction it is taking. James B. Hasselman, director of information, Production & Marketing Adm., took part in a question-answer session on price support.

Delegates held a brief conference with President Truman at the White House Monday noon. They were luncheon guests of Judge Clifton A. Woodrum and Louis Wilson, representing the American Plant Food Council. The Monday program concluded with cocktails at which hosts were the Dairy Industry Committee and National Milk Producers Federation, and followed by dinner with Grocery Mfrs. of America as hosts.

A Tuesday morning breakfast was held, with Agricultural Limestone Institute as host. Speakers at the Tuesday morning meeting, besides Mr. Himebaugh, were Stanley Andrews, director of the Office of Foreign Agricultural Relations, and Byron T. Shaw, deputy administrator, Agricultural Research Adm.

An NARFD discussion of common problems was led by C. W. Jackson, KCMO Kansas City, chairman of the NARFD committee on departmental relations. Delegates asked for more frequent information from the department as well as more up to date reports on research projects.

Give Views on Service

Layne Beaty, WBAP Fort Worth, suggested the department wholesale news and the farm directors retail it. Mr. Battles started a discussion of the department's role in television. Mr. Himebaugh agreed the department might be able to do a better job of reporting on research projects and pressed delegates for their views on departmental service.

General agreement was noted that spot news should be supplied by the industry's news services. Asked about transcription service formerly supplied by the department, Mr. Gapen said it was stopped when the money ran out. The money, he added, came from war food funds.

Herb Plambeck, WHO Des Moines, past president of NARFD, presided at the Tuesday luncheon at which hosts were American Farm Bureau Federation, National Grange, National Council of Farmer Cooperatives, National Farmers Union and National Milk Producers Federation. Mr. Battles led a discussion on common problems of farm organizations and farm broadcasters.

Larry Haeg, WCCO Minneapolis, another NARFD past president, started a crossfire debate among farm organization officials when he suggested they should try to agree on a united attitude toward basic farm legislation and activities.

Last even on the Tuesday agenda was an inspection of NBC's color television facilities at WNBW (TV) Washington.

Other officers of the Association are Phil Alampi, WJZ New York, vice president; Chris Mack, WNAX Yankton, S. D., secretary-treasurer; Mr. Plambeck, historian; Sam Schneider, KVOO Tulsa, editor of *RFD Chats*.

Conference Participants

Taking part in the conference were:

Alampi, Phil, WJZ New York; Atwood, Frank F., WTIC Hartford; Battles, Roy, and Butler, John, WLW Cincinnati; Beatty, J. Frank, BROADCASTING; Beaty, Layne, WBAP Fort Worth; Bond, Al, Washington State College, Pullman, Wash.; Brannan, Charles F., Secretary of Agriculture, Washington; Brightman, M. H., Dairy Industry Committee, Washington; Buffum, Jesse J., WEEI Boston; Byrnes, Francis, Ohio State U., Columbus.

Carroll, Charles R., Carl Byoir Assoc., Washington; Cooley, Frank, WHAS Louisville; Creel, Jack, KFYO Lubbock, Tex.; Doolittle, Lewis, and Doolittle, Ruth, WCMB Lemoyne, Pa.; Durham, Walter, WMC Memphis; Eshbach, Charles E., Extension Consumer Radio & Television, Boston; Farrar, John, Vocational Agriculture Radio, Washington; Fisher, Paul L., WMRC Greenville, S. C.; Galusha, Merl L., WGY Schenectady; Gapen, Kenneth M., Dept. of Agriculture, Washington; Gifford, Claude, *Farm Journal*, Philadelphia; Gray, Cliff, WSPA Spartanburg, S. C.; Glemser, Bernard, British Information Service, New York.

Haeg, Larry, WCCO Minneapolis; Harper, Dix, WIOU Kokomo, Ind.; Herndon, Charles A., and Himebaugh, Keith, Dept. of Agriculture, Washington; Huckle, Don, WGR Buffalo; Huling, J. S., WRAK Williamsport, Pa.; Hyman, Ted M., Virginia Polytechnic Institute, Blacksburg, Va.; Jackson, C. W., KCMO Kansas City; Johnson, Cullen, WRNL Richmond, Va.; Kaiser, Lou, Cornell U., Ithaca, N. Y.; Kathe, Richard L., WGAR Cleveland; Kirby, Amos, WCAU Philadelphia; Lerch, Donald, Agricultural Chemicals, Washington; Leeper, Ted, WVOT Wilson, N. C.; Lewis, Clement B., New England Radio News Service, Boston; Longsdon, Donnafred, National Farm Network, New York.

Mahoney, Claude, CBS Washington; Markham, G. E., NAB; Martz, Homer, KDKA Pittsburgh; McDonald, John, WSM Nashville; McQuay, Joe, WWVA Wheeling; Miller, Henry, Voice of America, New York; Miller, Robert C., WRFD Worthington, Ohio; Modell, Jay, Eastern Broadcasting System, New York; Noone, Thomas, Dept. of Agriculture, Washington; Noordhoff, Lyman, U. of Illinois, Urbana.

Orme, Elvon, KSL Salt Lake City; Page, Tom J., WNBC New York; Parker, Robert E., U. of Connecticut, Storrs; Peach, Don, KOA Denver; Peigelbeck, Will, WNJR Newark; Pitt, Elizabeth S., Dept. of Agriculture, Washington; Plambeck, Herb, WHO Des Moines; Rapp, Dorothy, and Rapp, Murrell, WCOM Parkersburg, W. Va.; Raymond, Frank, WVDA Danville, Ill.; Reynolds, Dana D., Economic Cooperation Adm., Washington; Salisbury, Grant, WKAR E. Lansing, Mich.; Schmitz, Harold J., KFEQ St. Joseph, Mo.; Schneider, Sam, KVOO Tulsa; Seabrook, Paul D., Clemson College, Clemson, S. C.

Seamen, Gerald L., Bert S. Gittins, Milwaukee; Shaver, Carolyn, U. of Maryland, Baltimore; Skelsi, Alice, Dept. of Agriculture, Washington; Slusarczyk, Ed, WIBX Utica, N. Y.; Speece, Maynard, Dept. of Agriculture, Washington; Stewart, John, U. of Utah, Logan; Tait, Elton, Pennsylvania State College; Thompson, Dave, Grocery Mfrs. of America, New York; Tonkin, Joseph, Dept. of Agriculture, Washington; Totten, Hal, WGN Chicago; Van Horn, George, U. of Massachusetts, Amherst; Visser, Paul, NBC Chicago.

Ward, William D., Cornell U., Ithaca, N. Y.; Watts, Lowell, KLZ Denver; Wells, Marshall, WJR Detroit; White, Robert B., ABC, Chicago; Worcester, Charles, WMT Cedar Rapids, Iowa; Zipf, Bill, WBNS Columbus, Ohio.

FINAL approval is given premiere broadcast of Grove Labs Inc.'s national sponsored program, *The Shadow*, on MBS by (l to r) Adolph N. Hult, Mutual vice president in charge of sales; Robert Piggott, Grove Labs advertising director, and Harry B. Cohen, of the Cohen agency handling the account. This marked the first time in the 15-year *Shadow* radio series that the program has been sponsored by one national advertiser. Formerly, D. L. & W. Coal Co. sponsored the show in 68 Eastern markets, Grove taking the rest of the country.

Farmer Truman

PRESIDENT TRUMAN, greeting members of the National Assn. of Radio Farm Directors last Monday, said he is a regular listener to farm broadcasts, around 5:30 and 6 a. m. The delegates, holding their annual meeting at the Dept. of Agriculture, were led by Roy Battles, WLW Cincinnati, NARFD president.

Nielsen Coast Office

A. C. NIELSEN Co., Chicago market research firm, has opened a West Coast office in San Francisco at 1222 215 Market St., with Vice President Franklin H. Graf in charge. Mr. Graf, who has been with the company 15 years, has worked during that time as consultant on marketing problems to manufacturers and distributors of drug and food products. Personnel from production, analysis and client service departments in Chicago will be transferred to the West Coast.

FCC Actions

FINAL decision to grant one new AM station and consent to transfers of two outlets reported by FCC last week. Four AM and two FM stations deleted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 66 and FCC Roundup on page 71.

MGM SHIFTS

Radio Attractions Staff

APPOINTMENTS in the sales and servicing departments of MGM Radio Attraction, a division of Music Corp. of America, were announced last week by David Carpenter, recently appointed director of the MCA division [CLOSED CIRCUIT, June 12].

Mr. Carpenter

Crenshaw Bonner, who, like Mr. Carpenter goes to MCA from WCON Atlanta, was named national sales manager. The position is similar to the one held in Atlanta, where he worked directly under Mr. Carpenter, then general manager of the station.

Sam Rossant was named manager of the Middle Atlantic Div. of MGM Radio Attractions. He has been with the firm since its inception in the sales and service departments. John Pinto has been named assistant to Mr. Rossant, covering New York state; Hall Hanson, covering Pennsylvania, and Lew Kent, in charge of Delaware, Maryland and the District of Columbia.

Other Appointments

A manager for the New England Div. has not yet been announced, but appointment is expected shortly, Mr. Carpenter said. Gaines Allen, former retail sales manager of WCON, was appointed Southern Div. manager with headquarters in Atlanta.

Representatives serving under Mr. Allen are: Marvin Spivey, for Georgia, Alabama and Florida; Barney Ochs, covering Louisiana, Mississippi, Arkansas and Tennessee; Gene Hogan, covering Texas and Oklahoma. Mr. Carpenter has not yet announced appointments of Carolina and Virginia representatives.

The Central Div. will be under the direction of Irving Mattaway, with MCA for some time, who will make his headquarters in Chicago. Regional representatives of the Central Div. are: Roy Wilson, Ohio, West Virginia, Michigan and Northern Kentucky; Francis O'Driscoll, Indiana and Illinois.

Robert Greenberg has been named manager of the Western Div. with offices in Los Angeles. Representatives for the northwest territory will be appointed within a few weeks, Mr. Carpenter said.

ETHER 'WAR'

Mendoza Fears Results Of U. S.-Cuba Discord

WARNING that failure to establish a new NARBA will result in "revolution," Dr. Nicholas Mendoza, former Cuban radio director, reiterated last week that hopes for U. S.-Cuban accord depend upon the U. S. yielding "part of the privileges a very small portion of its stations" have enjoyed in the past.

This, he said, is "the only means within the limited broadcast band to satisfy that minimum portion of Cuba's requirements which the latter demands as condition to renew self-imposed limitations similar to those under NARBA which facilitated the mushroom growth of the U.S. broadcasting industry."

Dr. Mendoza

Dr. Mendoza said the U. S. must make concessions of this nature "in order to preserve the *status quo* of the greatest majority of its stations." He felt that "some of the privileges which must be yielded are imaginary since they have never been used, which is the case of the so-called clear channels on some of which the U. S. is requested to agree not to use power in excess of the 50 kw now being used."

If the NARBA nations fail to reach an agreement in the overall conferences now slated to resume Sept. 6, he said, "a revolution will ensue which, eventually, will completely alter or destroy the *status quo* of the U. S. broadcasting industry, dragging in its wake all possibilities of regional agreement."

Dr. Mendoza, one of the leaders in the original NARBA movement, called for a concerted effort "to work out some manner of approach which may produce some semblance of law and order in the shared use of the standard broadcast band." He continued:

Stubborn insistence on the retention of non-existing rights; stubborn accusations of frequency-jumping when no treaty prohibits the use of any frequency—yet, in its stead the treaties in force recognize the right of all nations to use all broadcast channels; stubborn denial to others of the toned-down facilities they demand as condition to a new treaty, have proven futile methods and erroneous approaches towards inter-American harmony.

"You can lead a horse to water, but you cannot make him drink."

In their efforts to reconcile their differences during the NARBA conferences at Montreal last fall and again in bilateral sessions in Havana early this year, Dr. Mendoza said, the U. S. and Cuba displayed "two entirely different points of view."

He said the U. S. considers "the only reality" to be "the existence within its boundaries of an industry interlocked with complicated precision, fitted like the pieces of a Chinese puzzle which over-saturates the international sharing possibilities of the limited broadcast band." Thus, he said, the U. S. insists upon "maintenance or extension of that *status quo* created under NARBA, together with its corollaries of clear channels," etc.

Cuba, he said, believes that "the treaty under which those legal fictions existed has expired and therefor does not any longer grant rights nor impose obligations." Since NARBA has expired, he asserted, "there no longer exists any international obligation to abide by those rules, regardless of whether or not the internal laws of the U. S. compel its own stations to comply with those same rules no longer binding on the international level."

LOYALTY OATH

KFI Staffer Dismissed

REFUSAL to sign KFI Los Angeles' loyalty oath, required of employes by Station Owner Earle C. Anthony [BROADCASTING, June 12], has resulted in the dismissal of Charlene Aumack, network traffic manager.

Declaring that she was not a Communist, but a registered Republican, Mrs. Aumack stated that requirement to sign such an affidavit was an "infringement" on her rights as an American citizen. In commenting on the dismissal of Mrs. Aumack—the only employe of the station's 200-man staff to refuse to sign the oath so far—Claude Mills, acting manager said: "We do this regretfully. But we have no choice. Mr. Anthony feels that we must clear our skirts of any suspicion."

Mrs. Aumack, in notifying the station of her refusal, stated that she "was not convinced that the use of dictatorial methods is a sane way to combat undesirable ideologies." She further stated "dictation is an admission that our democratic system cannot survive by democratic methods."

BRUCE EELLS

Forms Recording Service

BRUCE EELLS, Hollywood program library service owner, has announced plans to begin a tape recording program service, operating out of his present headquarters, 2217 Maravilla Dr., Hollywood.

The new organization will be called Tape Broadcasting System Inc. Mr. Eells said he had entered into a contract with Ampex Electric Corp. for delivery of tape recorders to stations subscribing to his service.

THEY like the lobster and in appreciation host Fred Lynds, managing director, CKCW Moncton, N. B., is presented with plaque. L to r: Mr. Lynds; W. D. Hannah, radio director, Cockfield, Brown Adv. Agency, and R. J. Judge, manager, Horace N. Stovin & Co., Montreal. CKCW's annual Lobster Party, held in Montreal on June 2, is one of Canadian radio's highlight events. Plaque was signed by nearly 100 guests.

BURNETT ADDS

New Kellogg Co. Account

LEO BURNETT Agency, Chicago, has added a $1½ million account to its lineup with acquisition of Rice Crispies for the Kellogg Co., Battle Creek, Mich. Account transfers from Kenyon & Eckhardt, New York.

Burnett agency has handled advertising for Kellogg's Corn Soya product since early this year, and is currently testing a new product, Corn Pops, on the West Coast.

Billing for Rice Crispies is estimated from $1¼ to $1½ million yearly. No official date of transfer from K & E has been decided by Kellogg officials, and no media plans have been made. Radio probably will be used, and television will be considered.

James E. Weber, who handles the Corn Soya and Corn Pops portions of Kellogg business, is expected to also serve as Rice Crispies account executive. Officials at Leo Burnett and the Kellogg Co. declined comment.

S. C. ASSN. MEET

McConnell Will Speak

JOSEPH H. McCONNELL, president of NBC and a native of Chester, S. C., will be principal speaker at the annual mid-summer meeting of the South Carolina Broadcasters Assn. July 6-8 at the Ocean Forest Hotel, Myrtle Beach.

Officers of SCBA are: Dan Crosland, WCRS Greenwood, president; Frank Best, WRNO Orangeburg, vice president, and Melvin Purvis, WOLS Florence, secretary-treasurer. Members of the program committee for the July session are G. Richard Shafto, WIS Columbia; John Rivers, WCSC Charleston, and Raymond Caddell, WHSC Hartsville.

OVERSEAS NEWS TAPE Bill Would Cut Delay

ACTION on legislation designed to eliminate confusion in the U. S. Customs clearance of overseas news recordings for radio and television broadcast in the U.S.—and allay fears of censorship resulting from past Customs Bureau action—was promised last Wednesday by Rep. Aime J. Forand (D-R. I.).

The measure (HR 8726), now pending before the House Ways & Means Committee, would eliminate perplexing difficulties which broadcasters have experienced with U. S. Customs officials in clearing incoming tape and disc recordings made by news correspondents abroad.

Rep. Forand said he introduced the bill a fortnight ago at the urging of A. A. Schechter, MBS vice president in charge of news, special events and publicity. He told BROADCASTING he would press for action as soon as the committee completes work on its tax bill. He said he felt it has a "good chance" for Congressional approval this session.

The bill would amend the 1930 Tariff Act to include with newspapers and other periodicals "sound recordings transcribed or recorded abroad and imported for radio or television news broadcasts in the U. S."

Rep. Forand said his amendment would revise a statute originally conceived for clearance of musical recordings, with limitations on "dubbing" or resale.

A similar measure, which would exempt State Dept. Voice of America recordings from import duty, currently is being studied by Congress [BROADCASTING, June 5]. The Senate already has approved the legislation which now pends on the House calendar. The State Dept. had complained about the delay in clearance of news discs for use on the U. S. overseas programs.

Meanwhile Mutual, which uses many recorded news reports in its *Mutual Newsreel* and other programs, has experienced repeated difficulties in clearing them through customs, Mr. Schechter said in New York.

Delay Cited

In a letter to Rep. Forand, Mr. Schechter cited several such instances, in one of which a tape recording was held by U. S. Customs at LaGuardia Field, New York, for two weeks while network executives vainly sought to find it.

Under the Tariff Act of 1930, Mr. Schechter pointed out, the customs office was obliged to treat news recordings as it does importations of orchestral recordings or musical scores, on which duty must be paid.

In Mr. Schechter's opinion, news recordings are comparable with copy airmailed to newspapers from abroad and should therefore be exempt from duty.

"Under the present system," Mr. Schechter wrote the Congressman, "news tape recordings are entered under customs Sec. 308 which requires the posting and underwriting of a bond and also requires that the material be either exported or destroyed within six months after date of entry."

This, wrote Mr. Schechter, "is not an equitable system in handling of news, whether it be delivered on tape or records, as against the human voice coming in by shortwave from overseas."

Mr. Schechter said that since World War II the accent has been on feature material rather than spot news and that "we have not found it practicable to have these tape recordings or ordinary recordings flown to us by air mail.

". . . We have actually had instances of what we believe is the U. S. Customs interference with freedom of speech and news material being imported to this country," he added.

Discussed Incident

Mr. Schechter told Rep. Forand that he discussed the LaGuardia incident, involving recordings made in Formosa by MBS' Cecil Brown, and other instances with New York and Washington Customs officials for the past six months and had asked the Treasury Dept. to take action on the basis the incidents "constituted censorship."

He described the matter as one of "great concern to the radio industry and to the public in general because, in my opinion, there is a possibility of it impinging on the freedom of the press or freedom of speech." He said customs officials, attorneys and some radio industry figures all agreed the Tariff Act should be revised. Other networks were reported to be supporting the measure.

FTC VACANCY

Hutchinson Opposed

PRESIDENT TRUMAN's selection of Martin Hutchinson to the Federal Trade Commission met with stiff opposition on Capitol Hill last week as the Senate Interstate Commerce Committee voted, 5-3, to report his nomination unfavorably to the Senate.

The Committee action took place late Thursday following hearing on the appointment the previous day. Mr. Hutchinson was named to succeed the late Ewin Davis for the remainder of a term that expires in September 1953.

Leading the attack on Mr. Hutchinson, 57-year-old Richmond, Va., lawyer, were Sens. Harry F. Byrd (D-Va.) and A. Willis Robertson (D-Va.), the former a competitor in 1946 Virginia primaries against Mr. Hutchinson.

In a letter to the Senate Commerce group, both opposed the Hutchinson nomination charging he is not qualified by "training, experience or competency" for the position, and that his appointment was for "obvious political purposes."

They also claimed that Mr. Hutchinson had been encouraged by William Boyle, Democratic National Committee chairman, to campaign for the appointment, a charge which the nominee denied.

Mr. Hutchinson, a Democrat, has represented such radio clients as WMBG and WTVR (TV) Richmond, Va., and in recent years has directed political activities in opposition to the faction headed by Sen. Byrd. He formerly was secretary to the Democratic Central Committee in Virginia.

1886 John Shepard 3rd 1950

FUNERAL SERVICES for John Shepard 3d, 64, founder of WNAC Boston, WEAN Providence and the Yankee Network, were held last Tuesday afternoon at the First Parish Church in Brookline, Mass. Mr. Shepard died at Brooks Hospital June 11 following a cardiac attack two weeks earlier.

Members of the Yankee Network staff attended the services. That afternoon at two o'clock, WNAC opened a special *Memorial to John Shepard 3d* broadcast with a minute of silence as a tribute to the station's pioneer. A special message was presented on the air by Linus Travers, executive vice president and general manager of the Yankee Network, who was associated with Mr. Shepard for more than 20 years. Organ selections were played by Earl Widener.

Born March 19, 1886, in Boston, Mr. Shepard became nationally known as a department store executive. He entered radio as a hobby, beginning his career in broadcasting in 1922 by opening WNAC in the old Shepard Stores in downtown Boston and WEAN Providence. Later, he acquired WICC Bridgeport, Conn.

Starts Network in 1938

Keenly aware of radio's potential, Mr. Shepard instituted network broadcasting in his stations, duplicating through telephone line facilities a program over WEAN and WNAC shortly after he acquired the stations. He also pioneered in sports broadcasting, personally directing baseball and hockey air descriptions.

Entering the business of big-time broadcasting, Mr. Shepard acquired WAAB Boston and operated it simultaneously with WNAC, the latter becoming the key Yankee

Mr. SHEPARD

* * *

Network station. He then organized another New England network, this group bearing the name, Colonial, with WAAB its key station.

Early in the '30s, Mr. Shepard expanded the New England networks into leading regional groups in the country. However, an FCC ruling made it necessary for WAAB to be moved to Worcester, Mass., and the Colonial Network was abandoned with many of its stations merged into a single Yankee Network.

In 1934, Mr. Shepard again was in the broadcasting forefront, placing into operation an independent radio news gathering organization. The Yankee Network News Service, which was patterned by stations in many parts of the country, was instrumental in bringing about AP, UP, INS and other major wire news services to sell news to radio.

Mr. Shepard also was a prime mover in the organization of the Mutual Broadcasting System which today has the greatest number of station affiliates. When FM was born, Mr. Shepard again pioneered, being one of the first to experiment. He opened an experimental station in Paxton, Mass. He also worked close with Dr. Edwin Armstrong, FM's inventor.

Resigns as Board Chairman

When the Yankee Network was sold to General Tire & Rubber Co., the present owners, Mr. Shepard completed his five year contract with the new owners and resigned as chairman of the board of directors Feb. 14, 1949 [BROADCASTING, Feb. 21, 1949]. He remained in the department store business, becoming chairman of the board of the Shepard Stores in Providence. Mr. Shepard also served on the Mutual board, resigning from that position in 1948.

Besides his wife, Mabel, he leaves three daughters and five grandchildren. His only brother, Robert Shepard, of Providence, is president of the Shepard store organization and other family interests.

'RAPID' PROGRESS

CED Looks at Industry

A PROMISING outlook for "rapid" technological progress in key American industries, including radio and television, "which are better equipped than ever before with technical employes and laboratories," was held out by the Committee for Economic Development last Wednesday.

The committee noted that expenditures on technological research have been growing rapidly and that important new areas are being opened up—all because competition among enterprises tends to encourage greater research.

These convictions were expressed in a CED statement which reviewed past progress and future prospects of raising the American standard of living. The views were presented at a news conference in Washington held by CED Chairman Marion B. Folsom of Eastman Kodak Co., chairman of CED's board of trustees, and William A. Patterson, chairman of the subcommittee which drafted the statement and United Airlines president. The subject was "How to Raise Real Wages."

Maintaining that the health of the labor force will continue to improve, the committee noted that training courses within various industries are spreading, and that more companies are providing special training to meet their needs, such as in the mushrooming television industry. Moreover, the training is not confined to manual workers but is being developed for executives at various levels, CED observed.

Risk Capital Drops

But, the committee warned at the same time, "too small a part of the savings of individuals is being put to work financing projects which involve substantial risks."

Urging that the tax system be reformed to make risk-taking more "attractive," the committee felt that investments in new enterprises is "particularly hazardous, however."

"A tax system which artificially causes would-be investors to prefer safe investments discourages pioneering, makes the economy less progressive, and therefore retards the rise in the standard of living," which has made available radio, television, moving pictures and other luxuries, the committee asserted. It pointed to its previous recommendations that enterprises should not be "discouraged" by taxes.

But fortunately, CED added, American conditions and institutions on the whole are favorable to economic progress. The committee stated

"There are a number of large enterprises in industry, particularly in the electrical industry, communications (and others) which are financing research on a considerable scale. The support of research by industry is growing rapidly and spreading to new fields. . . ."

The statement was the 21st on national policy issued by CED's Research and Policy Committee since its founding in 1942. In a report issued last year on "National Security and Our Individual Freedom," CED scored the government for alleged secrecy on security measures and charged that the U. S. program "raises new threats to our freedoms" and poses questions of creeping censorship over radio and other news media [BROADCASTING, Dec. 19, 1949].

Meanwhile, Mr. Folsom and other officials last week denied a report that CED is hearing suggestions, in connection with security measures and civil defense, that certain government agencies be removed from Washington as part of the contemplated industry dispersal plan.

Meanwhile use of radio to promote better economic understanding also has been encouraged by CED, which cited a weekly forum of the air sponsored by the U. of Washington and titled *Think It Over*. An executive committee of community leaders and educators share responsibility for basic policies for the program, which emanates from various communities. Reception to broadcasts, according to CED, has been "so favorable" that experiments will be made to bring listeners into an even more active relation relationship with the university.

Industrial Features

In Colorado, the committee has pointed out, radio broadcasts from industrial plants are helping the people know more about economic conditions of the region and how to improve them.

CED's Research and Policy Committee comprises such members as Philip D. Reed, chairman of the board of General Electric Co.; Philip L. Graham, president and publisher of the *Washington Post*, which operates WTOP-AM-FM Washington, and Eric Johnston, president, Motion Picture Assn. of America.

SHUN RADIO-TV

At PGA Golf Tournament

FEAR of a loss in admissions was cited Wednesday by Mayor James A. Rhodes, general chairman of the 1950 PGA championship golf tournament, as his reason for barring radio and television. The event is scheduled for June 21-27 at Scioto Country Club, Columbus, Ohio.

Mayor Rhodes pointed out that the tournament "is for charity"—proceeds go to the local boys club and city zoo—and that unless the sponsors received "a price that would cover potential admission losses through radio-television coverage," no rights to cover PGA would be released. On-the-scene broadcasts would be limited to material taken from the scoreboard and periodic reports by announcers. Tape and film transcriptions for nighttime playback only would be permitted, he added.

Sees Radio Increase

RADIO SALES will be higher in the next five years than in the prewar 1935-39 period, despite the rapid growth of television, Joseph B. Elliott, vice president in charge of RCA Victor consumer products, declared last week. Speaking at the 42d annual convention of the National Assn. of Electrical Distributors, meeting in Atlantic City, Mr. Elliott said the novelty of TV is wearing off and radio has "a very strong daytime position and a substantial evening audience." He pointed out that the changing patterns in radio-TV distribution will bring "handsome" profits to the industry.

1902 Clyde P. Scott 1950

CLYDE PURCELL SCOTT, 48, general manager of KECA-AM-FM-TV Los Angeles, died June 13 in Hollywood. He was found in his car, apparently the victim of a heart ailment.

Mr. Scott

Mr. Scott studied journalism and advertising at the U. of California in Los Angeles.

Mr. Scott was sales manager of KFI-KECA for the six years preceding ABC acquiring latter station from Earle C. Anthony Inc. He became general manager of KECA Aug. 1, 1944. When KECA-TV started operation in September 1949, he took over general management of that station too.

For 15 years prior to his association with Earle C. Anthony Inc., he had wide experience in radio and general advertising. Joining Dan B. Miner Co., Los Angeles agency as account executive in 1923, he also handled all radio production for local and network accounts, as well as general promotion for Western Auto Supply Co.

He was elected last month, vice president of Southern California Broadcasters Assn., and also was a member of the Hollywood Ad Club.

Mr. Scott is survived by his widow, Vivian, and one daughter, Mrs. W. J. Gowdy Jr.

Says It With Roses

TO celebrate the biggest month (May) of national business sales in the history of the station, KSL Salt Lake City is sending a fresh rose to the entire staff of each Radio Sales office (its station representative) in New York, Chicago, San Francisco, Detroit, Los Angeles and Memphis, for a week.

RENAME WALTER

Heads Wisconsin Netwe

JOHN M. WALTER, general manager, WJPG-AM-FM Green Bay, Wis., was reelected president of Wisconsin Network Inc. at its annual stockholders meeting recently at Williams Bay, Wis.

Other officers elected: Earl Hull, manager, WHBY Appleton, vice president, and George T. Frechette, general manager, WFHR-AM-FM Wisconsin Rapids, secretary-treasurer. Mr. Frechette also was renamed managing director of the regional network. Stations include WJPG, WHBY, WFHR, WIBU Poynette-Madison, WCLO Janesville, WGEZ Beloit, WRJN Racine, WHBL Sheboygan and WWCF Baraboo.

Directors in addition to those re-elected to office are Harold Newcomb, WRJN; Sidney H. Bliss, WCLO and WGEZ; William C. Forrest, WIBU and WWCF; A. H. Lange, KFIZ Fond du Lac, and G. P. Richards, WHBL. At the meeting, the network's management presented stockholders with an optimistic report on future business and operations.

TEST SUCCESS

WEEK Signs Block & Kuhl

SUCCESSFUL results of 372 one-minute and 52 chainbreak announcements have prompted a change in advertising policy by Block & Kuhl Co., Peoria, Ill. Firm has signed its first regular radio contract with WEEK Peoria, NBC affiliate, for 90 spots weekly. Test run was held May 8 through June 9, with the contract signed shortly after, WEEK reported.

The Peoria firm is the parent store of the Block & Kuhl group that has retail outlets in 19 cities. According to the station, the Peoria company spent the bulk of its advertising budget in newspapers until it experimented with radio. Agreement was signed by William Flynn, WEEK account executive; Sales Manager George Cremeens and C. Lorraine Anderson, B&K advertising director.

FIRST program in CBS' summer series, *The Starlight Operetta*, was broadcast from Dallas on June 10. Stars and music of productions from Dallas' outdoor summer theatre make up half-hour show (6-6:30 p.m.) which originates at KRLD. Jay Hogan, of station's announcing staff, officiates.

RTMA PLANS

To Name Reorganization Unit

NEW reorganization committee will be named shortly by Robert C. Sprague, chairman of the board and president of Radio & Television Mfrs. Assn. The committee will tackle the job of selecting a paid president for the newly created $50,000 post.

RTMA, new title of Radio Mfrs. Assn., was revamped at the annual membership meeting in Chicago [BROADCASTING, June 12]. Mr. Sprague is filling the presidency pending election of a paid incumbent.

An entirely new committee is to be named for the presidential project. It will comprise many of the top officials in the manufacturing industry. First job will be to review work of the committee which expired at Chicago. RTMA's Washington operation will be directed until Aug. 1 by Bond Geddes, who retires after 23 years service. James D. Secrest was promoted to secretary and general manager.

Mr. Secrest

Mr. Sprague

Several committee appointments were announced last week. Dr. Allen B. Du Mont, head of Allen B. Du Mont Labs., was named chairman of the Excise Tax Committee replacing Joseph Gerl, Sonora Radio & Television. Mr. Gerl and A. M. Freeman, RCA-Victor Division, were named vice chairmen.

John Craig, of Avco's Crosley Division, was appointed chairman of the Industrial Relations Committee succeeding Glenn W. Thompson, Noblitt-Sparks Inc. Mr. Thompson was elected chairman of the Set Division at the Chicago meeting. Leslie E. Woods, Raytheon Mfg. Co., becomes vice chairman of the committee.

The RTMA labor group is negotiating with the Wage, Hour & Public Contracts Division of the Labor Dept. in connection with application of the Walsh-Healey Act to the manufacturing industry. Subcommittee handling this project is headed by Robert C. Sprague Jr., Sprague Electric Co.

Drops Chairmanship

RTMA President Sprague has relinquished his chairmanship of the RTMA Town Meetings Committee, engaged in extensive projects in 60 cities to aid dealers and technicians in servicing sets. Harry A. Ehle, International Resistance Co., was named successor to Mr. Sprague.

RTMA has been invited by the New York City Better Business Bureau to take part in a June 28 meeting to develop advertising standards for radio and television selling. The New York bureau is pioneering a move to set up voluntary advertising standards for protection of consumers [BROADCASTING, June 12].

THREE OFFICIALS of Radio & Television Mfrs. Assn. sat with FCC Commissioner George E. Sterling at recent set-makers convention in Chicago. L to r: R. C. Cosgrove, retiring president; Comr. Sterling; Dr. W. R. G. Baker, General Electric Co., director of RTMA Engineering Dept., and Paul V. Galvin, Motorola Inc., also a past president.

CARVER ELECTED

Heads Carolina Newsmen

F. O. CARVER Jr., WSJS Winston-Salem, was elected president of the Carolinas Radio News Directors Assn. at the third annual convention held June 9-11 at Myrtle Beach, S. C.

Sessions included panel discussions on "Making the Newsroom Pay," "Gathering Local News," "Gadgets in the Newscast," and a convention dinner address by Phil Newsom, radio news manager of United Press. Gren Seibels, WMSC Columbia, S. C., association president, served as toastmaster.

Other newly elected officers are: Nick Mitchell, WFBC Greenville, S. C., vice president; Bill Melia, WWNC Asheville, N. C., secretary-treasurer; Ed Kirk of WPTF Raleigh, Jim MacNeil of WTSB Lumberton, Elmer Oettinger of WNAO Raleigh, and Mr. Seibels, members of the board of directors.

KSTP STRIKE

Court Order Slows IBEW

MINNEAPOLIS District Court has issued a temporary injunction restraining IBEW technicians on strike at KSTP-AM-TV that city from picketing remote baseball operations at nearby Nicollet Park. This is the second such court order, first of which was dismissed recently when the judge ruled that picketing remote operations was not in violation of the state's anti-secondary boycott rule.

IBEW-KSTP strife over wage increases in the past eight months came to a climax two months ago when 21 union technicians went on strike [BROADCASTING, May 15]. Men are still picketing the main plant, backed by the local American Federation of Musicians union.

Judge Theodore Knudson has 60 days in which to pass a decision on the claim of KSTP and President Stanley E. Hubbard that picketing of remote ball games violates Minnesota's law. Although telecasting of remotes continues with non-union men operating equipment, a union official told BROADCASTING that baseball attendance has been cut "materially" because of the dispute. The judge handling Mr. Hubbard's first petition for an injunction ruled that TV equipment is an integral part of remotes, therefore the site becomes a part of the overall operation and can be picketed legally.

Gipps Sells More

USE of a local tie-in on radio spot announcements, reports Harry J. Krueger, president, Gipps Brewing Corp., Peoria, Ill., has upped his firm's sales 27% the first five months of this year over the same period in 1949. "Invaluable goodwill" is obtained from customers, he says, by mentioning the name, address and food specialty of a retail beer outlet. He credits Robert E. Jackson, vice president, Kaufman & Assoc. Inc., Chicago, for the idea and adds "we intend to channel more of our advertising investment into radio. . . ."

Johnson Heads Ad Club

WALTER C. JOHNSON, assistant general manager of WTIC Hartford, Conn., last week was elected president of the Advertising Club of Hartford for the 1950-51 term. Lester G. Bruggeman Jr., Charles W. Hoyt Co. Inc., was named first vice president. New directors elected for three years: Richard K. Blackburn, technical director, WTHT; Arthur H. Truitt, sales promotion manager, G. Fox & Co.; Edward M. Graceman, Edward Graceman & Assoc. Other directors continue for two-year terms.

BULOVA PLAN

Promotes Radio-TV Talent

AS AN IMPORTANT part of its approximately $4 million radio and TV campaign, Bulova Watch Co., New York, will feature a huge exchange promotion involving some of the most impressive talent names in the two media.

Conceived by Terrence Clyne, account executive on Bulova for the Biow Co., New York, the plan calls for the stars to make a substantial number of the Bulova chain breaks in return for a supplementary mention of the performers' own programs.

Among those already signed for the project in television are Ken Murray, Ed Sullivan, Faye Emerson, Abe Burrows and Garry Moore, Expected to be signed shortly are stars from the *Philco Theatre*, *The Ford Theatre* and *Studio One*.

Bulova will use the exchange promotion plan four nights weekly on television retaining its present format the other three days. Radio schedule, although not set yet, probably will follow the same principle.

Discussing the Bulova policy generally Mr. Clyne told BROADCASTING that as television costs in a market reach substantial proportions "we are finding it necessary in many cases to reduce our radio budget as well as our magazine and newspaper outlay. But Bulova radio expenditure in non-television markets is greater than ever before in the history of the company. Moreover, our radio and television expenditure combined is at its all time high."

INTERNSHIPS

Four Outlets Train Teachers

FOUR broadcast stations, cooperating with the Council on Radio Journalism, will finance news internships for teachers of radio journalism, according to Arthur C. Stringer, secretary-treasurer of the council. The internship movement is designed to improve standards of radio news.

Cooperating stations are KLZ Denver, KNBC San Francisco, WDUZ Green Bay, Wis., and WMAZ Macon, Ga. Journalism teachers will interne in station newsrooms under personal supervision of news directors. The practical knowledge they gain will be passed on to students.

Internships are financed by cash grants given the council by the four stations. The internship project is the sixth in a series developed by the council, which was founded in 1945 by the NAB Radio News Committee and the American Assn. of Schools and Depts. of Journalism.

The 1950 internes and assignments follow: Robert B. Rhode, U. of Denver, to KLZ; Raymond V. Johnson, U. of Oregon, to KNBC; Richard T. Mattauer, Northwestern U., to WDUZ; Mell Lunceford Jr., U. of Georgia, to WMAZ.

FORTUNE POPE

Elected WHOM President

FORTUNE POPE, who was general manager of WHOM New York from the time his father, the late Generoso Pope, bought the station until 1949, last week was elected president of the Atlantic Broadcasting Co., which operates WHOM.

Mr. Pope also is vice president and secretary of Colonial Sand and Stone Co., owned by the family and reportedly the largest of its kind.

His brother, Anthony Pope, was elected president of the Colonial concern.

Assumption of the WHOM post by Mr. Pope, eldest son of the late publisher, marks his active return to the station. His youngest brother, Generoso Pope Jr., editor of the family's Italian language newspaper, *Il Progresso Italo-Americano*, will retain his connection with the station as its executive vice president. He has been with the station since Sept. 6, 1949.

The Pope family has an FM application pending and expects to apply for a TV channel when the FCC freeze is lifted.

NBC-N. U. MEET

70 Students Enrolled

SEVENTY students have enrolled for the ninth annual NBC-Northwestern U. Summer Radio Institute. They will register Friday for six-week classes in professional broadcasting which begins Monday. Judith Waller, NBC director of public affairs and education in Chicago is co-director of the institute. Courses offered this year include a survey of television, program planning, announcing, public service, sales, production, publicity and promotion, music, directing and continuity.

Most sessions will be conducted at NBC Merchandise Mart studios, with some at the N. U. campus in Evanston. Donley Feddersen, chairman of N. U.'s department of radio and television, is co-director with Miss Waller. He reports that half of the students are from radio stations.

Survey Radio Spots

RADIO commercial has been microscoped by students at San Bernardino Valley (Calif.) College to determine its listenability. Survey found Harlo Wilcox's delivery for Johnson's Wax on NBC's *Fibber McGee & Molly Show* the "Spot Most Likely to Succeed." Runnerups were Newscaster Frank Hemingway's Folgers and White King commercials on Mutual-Don Lee and Gillette's commercials on *Cavalcade of Sports*, respectively. Other categories: Jack Benny's "Sportsmen" on his CBS show, for more than one voice category, Vacuum Cleaner Co. of America commercial as "Stinker for 1950."

GUESTS of Oscar R. Ewing, Federal Security Administrator, at Wardman Park Hotel party in Washington last Tuesday included (l to r) Fortune Pope, WHOM New York; FCC Commission Frieda Hennock; Mrs. Charles F. Brannan, wife of the Secretary of Agriculture; Generoso Pope Jr., WHOM; Mrs. Oscar L. Chapman, wife of the Secretary of Interior; Anthony Pope, WHOM.

LOBBY DATA

Buchanan Modifies Requests To Business Firms

CHAIRMAN Frank Buchanan (D-Pa.) of the House Lobby Investigating Committee, amid continued furore over his use of subpoena power to summon witnesses, last week told the House that he had modified earlier requests for information from over 160 business firms calling for itemized expenses used to influence legislation the past three years [BROADCASTING, June 12].

He said he had sent a further letter to the same corporations which "clarifies the scope" of the original request and seeks "relevant facts . . . without unduly burdening the respondents."

Rep. Buchanan had asked RCA, Westinghouse Electric, General Electric and a host of other firms to compile detailed reports on expenses incurred for trips, advertising and other factors in connection with the purpose of influencing "the passage or defeat of legislation, directly or indirectly" [BROADCASTING, June 5].

Defines Coverage

Last week's statement pointed out that "advertising, of course, does not relate to ordinary business advertising, but to institutional or other advertising dealing with public issues having legislative significance."

Cost of maintaining a Washington office "solely for sales or other regular business operations" also was not to be construed as among the information requested by the committee, Rep. Buchanan added. This item reportedly had been questioned by Frank M. (Scoop) Russell, vice president in charge of NBC Washington operations, presumably at the behest of RCA.

Rep. Buchanan told the House that "early returns on this questionnaire have been good" and that most business organizations "knew what we wanted and were willing to give it to us." Deadline on returns is set at June 30 or "at a reasonable time thereafter."

Simultaneously he revealed that he had sent out similar questionnaires to over 2,000 trade associations in the U. S. The names were lifted from a book published periodically by the Dept. of Commerce. One of these was the Radio Correspondents Assn. on Capitol Hill, according to CBS Commentator Bill Shadel. Members of Congress similarly were approached last year when the lobby group was set up.

Meanwhile, further agitation developed last week over the question of subpoena power which, some Congressional members charged, had been usurped by the chairman without advice of the committee. Leading the attack again was Rep. Clare Hoffman (R-Mich.), sponsor of a movement to set up a special seven-man group to investigate the lobby committee.

Chairman Holds Power

The committee voted last Wednesday, however, according to Chairman Buchanan, to continue vesting in the chairman the power of subpoena in the committee's name without formal committee action if not deemed necessary.

Extension Asked

WIBK Knoxville, Tenn., denied reconsideration a fortnight ago of FCC's earlier order to refuse the station a license [BROADCASTING, June 5], last week petitioned FCC for extension of authority to continue operating until after it has appealed FCC's action to the U. S. Court of Appeals for the District of Columbia according to provisions of the Communications Act. WIBK said it will appeal by June 22.

VISIT TRUMAN

WHOM Executives Guests

THE THREE Pope brothers—Generoso Jr., Fortune and Anthony—operating WHOM New York, called on President Truman Wednesday noon at the White House Executive Offices. They were accompanied by Oscar R. Ewing, Federal Security Administrator, a friend of the late Generoso Pope.

Discussion was purely of a personal nature, Director Ewing said. He added the elder Pope had been a friend of the President. Fortune Pope is president of WHOM, with Generoso Pope Jr. executive president.

Administrator Ewing entertained the Pope brothers Tuesday evening. Among guests was Commissioner Frieda B. Hennock, of the FCC. The brothers are operating their father's properties, including *Il Progresso Italo-Americano* and Colonial Sand & Stone Co. Petition to the FCC for involuntary transfer of control of Atlantic Broadcasting Co., operating WHOM, was filed last month. Anthony Pope is president of Colonial.

MULTIPLEXING

FCC Grants 90-Day Test

MULTIPLEX DEVELOPMENT Corp., New York, last week was granted authority by FCC to field test for 90 days its newly developed multiplex system using the facilities of former WGYN (FM) New York on Channel 250 (97.9 mc).

Under the system, one or more aural FM programs are broadcast by multiplex with the emission of the main aural program. The firm claims this is done without impairing the quality of the main program within the audio-frequency range between 30 and 15,000 cycles and without exceeding the presently assigned channels widths of FM stations.

The multiplexed signal is above audible range around 20,000 cycles and hence cannot be heard on the regular FM program, it was explained. A special filter is used on the FM receiver to obtain the multiplexed program.

Multiplex Development plans to rent facilities of WGNY, which ceased operations April 26 and turned in its license, FCC reported. Multiplex signals of single tone, voice and music are to be aired for observation. No regular FM programs are to be aired, however, FCC explained. The Commission indicated the test operation will be with 4 kw power using a 905-ft. antenna. Test hours are between 1 and 6 a.m. and between 9 a.m. and noon, FCC said.

William Halstead is president of Multiplex Development. Frederick A. Willis is vice president and H. J. Belanger secretary-treasurer. Norman E. Jorgensen is Washington counsel.

IOWA'S MULTIPLE-SET HOMES HAVE ALMOST TRIPLED SINCE 1940!

THE 1949 Iowa Radio Audience Survey* reveals an amazing increase since 1940 in the number of Iowa homes with "two sets" and "three-or-more sets." 33.3% of Iowa homes now have *two* sets whereas in 1940 there were only 13.8% . . . 12.4% have *three or more* against 4.4% in 1940.

Extra sets mean extra listening. Where an Iowa home has four or more sets, 67.7% of the families use two sets *simultaneously* on an average weekday. Where the home has three sets, 44.3% of the families use two sets *simultaneously*. Where the home has two sets, 26.4% of the families use two sets *simultaneously*.

In addition to the extra listening caused by two or three sets being heard at the *same time*, there is a large but unmeasured amount of added listening in cars, offices, barns, etc.

Sets create the 1950 Iowa audience, and WHO *continues to get the greatest share of this audience.* Write to us or ask Free & Peters for your copy of the 1949 Survey. It tells all the facts.

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

He Won—But Lost

THERE are times when travel is inconvenient; it was certainly most inconvenient for Walter Robinson of Brockton, Mass. Mr. Robinson was the winner of a week-end in New York for submitting the winning title for an original song played on RCA Thesaurus' recorded program *Claude Thornhill Presents Win a Holiday.* WBET Brockton submitted the winning entry. The station immediately informed the winner—Walter Robinson, an inmate of the Norfolk County Prison Colony in Brockton. As it is inconvenient for Mr. Robinson to leave his home for the next four years, two disabled veterans from Lovell Army Hospital, Ayer, Mass., will substitute for him.

LICENSEE RIGHTS *Controls Its Programs, Fly Tells Court*

JAMES LAWRENCE FLY, former FCC Chairman, last week argued in Federal Court that the Communications Act of 1934 "creates no rights in private parties to compel licensed stations to broadcast particular programs."

Mr. Fly presented arguments in the U. S. Circuit Court of Appeals, Boston, in the suit brought against WLAW Lawrence, Mass., by the Massachusetts Universalist Convention.

The universalists brought suit after the station refused to permit the broadcast, on a regularly scheduled Universalist program, of an Easter Sunday script which denied the validity of orthodox Christian views concerning the Resurrection.

The argument last week was in opposition to an appeal from a lower court decision dismissing the action.

"There is nothing in the [Communications] Act or in the rules and regulations of the [Federal Communications] Commission which in any way purports to confer any private rights upon persons desiring to broadcast over the facilities of licensees," Mr. Fly argued.

Mr. Fly pointed out that the FCC has repeatedly made it plain that "the right to determine, select, supervise and control programs is to be exercised by the licensee and the licensee alone."

Indeed a licensee violates the obligation of its licensee "if it enters into any contract that disables it from making the final decision as to what material shall be accepted or rejected," he said.

"In this case," he said, "it was the right and duty of the management of WLAW to determine whether the proposed Easter Sunday broadcast should be accepted or rejected."

The argument of the Universalist Convention that it had the right to demand the disputed sermon be broadcast is "tantamount to imposing a public utility status upon broadcast stations," Mr. Fly said.

WORLD RADIO

Senate May Begin Study

CONSIDERATION of a proposal by Sen. William Benton (D-Conn.) to set up a world-wide radio network for the purpose of parrying Russian "jamming" thrusts may be taken up initially by Sen. Elbert D. Thomas (D-Utah) and his newly-created five-man Foreign Relations subcommittee sometime this week.

The group was named by Committee Chairman Tom Connally (D-Tex.) to make a study of the Benton resolution (S Res 243) looking toward a general expansion of U. S. information services overseas and specifically implementation of present Voice of America operations [BROADCASTING, June 12].

Sen. Thomas was reported to have conferred last week with Sen. Benton, who is pressing, along with at least 12 co-sponsors of his plan, for a hearing before Congress adjourns. Whether such a hearing will be held, authorities indicated last week, will depend on how soon the committee can clear its decks for action. Many of its members serve on at least two or three subcommittees.

Sen. Benton's proposal, backed by Sens. Charles Tobey (R-N. H.), Karl Mundt (R-S. D.) and others, envisions a "Marshall Plan of ideas" with provision for relaying a signal by shortwave, long wave and medium wave "into every radio receiver in the world . . . in a full-throated voice instead of a whisper. . . ."

Sen. Benton also would step up work being done by UNESCO and expanded use of radio in the international organization. He returned last week from the General Conference of UNESCO held at Florence, Italy.

Other members of the subcommittee, who would sit in on the proposed plan to extend the Voice, are Sens. Brien McMahon (D-Conn.), J. William Fulbright (D-Ark.), H. Alexander Smith (R-N. J.), and Henry Cabot Lodge (R-Mass.).

AS OF May there were 78,000 sets capable of receiving FM in use in Washington metropolitan area, according to report released by American Research Bureau. Figure is based on extensive cross section sampling conducted as part of ARB's regular radio and television audience measurement service.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BELIEVE IT OR NOT
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPHER
JOAN DAVIS · GROUCHO MARX
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTUM
RED SKELTON · HELEN HAYES · FAMILY HOUR OF STARS
HORACE HEIDT · MYSTERY THEATRE
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

G-E RECTIFIER TUBES
BASIC IN BROADCASTING

They're dependable!

YOUR supply of d-c power ranks high among requirements for signal power and continuity. By installing rectifier tubes that serve reliably, you've taken a big step toward peak transmitter output with minimum time off the air. *Assure tube reliability by choosing General Electric!*

Here are products pre-tested for quality (built of selected materials by the most modern manufacturing methods, with inspection at every stage), and pre-tested for performance in two important ways: (1) as tubes, after manufacture, (2) as types, by use in broadcast stations from coast to coast, where G-E tubes enjoy a none-better record.

General Electric also brings you constant design improvements. *Example:* the straight-side bulbs of the GL-8008 and GL-673 give an increased temperature margin of safety, make these tubes easier to handle and install. *Example:* future heavy AM-FM-TV power requirements are anticipated by new G-E tube developments such as the GL-5630 ignitron, which will supply direct current in impressively large amounts.

If you build or design transmitters, phone your nearby G-E electronics office for expert counsel on rectifier tubes. If you are a station operator with tube replacements in mind, your G-E tube distributor will be glad to serve you promptly, efficiently, out of ample local stocks. *Electronics Department, General Electric Company, Schenectady, 5, New York.*

GENERAL ELECTRIC

180-J4

Type	Cathode voltage	Cathode current	Anode peak voltage	Anode peak current	Anode avg current
GL-866-A	2.5 v	5 amp	10,000 v	1 amp	0.25 amp
GL-8008	5 v	7.5 amp	10,000 v	5 amp	1.25 amp
GL-673	5 v	10 amp	15,000 v	6 amp	1.5 amp
GL-869-B	5 v	19 amp	20,000 v	10 amp	2.5 amp
GL-857-B	5 v	30 amp	22,000 v	40 amp	10 amp

THE LATEST WCKY STORY

DO YOU KNOW THAT MORE FAMILIES LISTEN TO WCKY REGULARLY AT NIGHT (3 to 7 TIMES A WEEK) THAN LISTEN TO ANY ONE OF THE FOLLOWING 50,000 WATT STATIONS?*

KYW Philadelphia	WGY Schenectady
WWL New Orleans	WHAM Rochester
KMOX St. Louis	KGO San Francisco
WSM Nashville	WTIC Hartford
WHO Des Moines	KRLD Dallas
WSB Atlanta	WTOP Washington, D. C.
KWKH Shreveport	WLAC Nashville
WRVA Richmond	WWVA Wheeling
WBT Charlotte	WPTF Raleigh
KVOO Tulsa	KOMA Oklahoma City
KOA Denver	KFAB Lincoln

(— BMB 1949)*

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

AND—DO YOU KNOW THAT WCKY COSTS LESS PER THOUSAND BMB FAMILIES THAN ANY OF THESE 22 FIFTY THOUSAND WATT STATIONS?*

YOU CAN BUY a 1-MINUTE PARTICIPATION IN WCKY's FAMOUS "JAMBOREE" PROGRAM FOR ONLY $50.00 (open rate).

WCKY IS YOUR BEST BUY!

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

TV Labor Pains

TELECASTING, which recently has begun to reduce the harrying discrepancies between high costs and low revenues, is now confronted with a new and vexatious financial problem—a rise in labor overhead.

The strike of the IBEW against CBS emphasizes that the end of a period of comparative peace in television labor relations is at hand. It is true that both radio and television engineers struck the network for three days last week, but of the two services television suffered the more.

In the few years of rapid but as yet unremunerative development of telecasting, most unions have wisely been content to withhold demands for contracts comparable to those they hold with more mature enterprises.

Doubtlessly the talent and technicians unions have read with interest recent statements by some telecasters who have announced they were in or approaching the black. It was inevitable that labor's policy of moderation would end with such reports.

It would be well at this moment if there were clarification of what telecasters meant when proclaiming they had attained profitable operation. We doubt that any one of them who has made such announcements means that he is so deep in the black that an increase of costs could be absorbed without a re-immersion in the red. We doubt indeed that any telecaster can afford at this point to write a labor contract guaranteeing minimum wages and conditions on anything like the levels that are or are about to be sought.

We venture that those profits being talked about are operating profits last month or this month, with no accounting of investment, amortization or previous operating deficits—or of the summer doldrums ahead.

The demands that can be expected to be made by the Television Authority or the Screen Actors Guild, or both, as soon as the jurisdictional wrangle between the two unions is resolved, are for minimum wages that unquestionably could not be borne by TV.

It is probably inexorable that this vacuum will be filled, and soon. The challenge to both telecasters and to unions is to fill it with contracts that can be lived with. An exorbitant drain on their resources by labor could very easily arrest television development.

Fair and Warmer

STORM CLOUDS of violent intensity have hovered over the radio media since the war's end. Many in AM looked for cloudbursts and inundations. Some ran for cover by selling out. Others took it in stride but kept within distance of economic shelter, by trimming overhead and staff. Some were prudent; others foolishly pulled in their horns, and were easy prey.

In recent months the economic skies have cleared somewhat. TV is still making its Gargantuan strides. But most broadcasters are finding that business isn't too bad and that TV isn't spelling the "doom" of ear radio.

To be sure, there are readjustments which have been made, and which are indicated for the future. No art or industry remains static.

Current economic studies made by Dick Doherty of NAB show that radio's economic structure, by and large, is healthy. In the South Atlantic states, 62% of the stations showed gross revenue increases, averaging 11%, in 1949 over 1948. Only 38% showed a decline—and most of them were postwar newcomers. The pattern probably will fit the entire country. Operating costs likewise are leveling off.

There will be failures. That's inescapable, what with 3,000-odd stations on the air, or more than triple the prewar population. But those who remain will be in good health, and perhaps better off because they knew how to cope with the postwar uncertainties and that TV tidal wave.

Bruce Barton, philosopher and advertising man, the other day called radio "the mightiest force in existence for spreading information and entertainment throughout the world." As to TV, he said people ask him "will television kill radio?"

"I ask them, did radio kill the newspaper? Nothing can kill either. . . . Radio will grow to enormous proportions. Radio will always be 'first' in giving the news, and in providing entertainment."

Charles W. Shugert, Shell Oil promotion-advertising executive, sees radio on the threshold of a "golden era" in both TV and non-TV homes. Good promotion and programming can mean more radio sets manufactured and sold, more listening, more revenue, more product brand acceptance and more all-round value per advertising dollar for the radio sponsor.

There are dozens of researches in recent months that buttress these views. But these things won't just happen. It takes ingenuity and planning and affirmative selling.

The storm clouds are passing. Now is the time to till the radio soil and reap the harvest fostered by free competition in the American tradition.

John Shepard 3d

WHEN JOHN SHEPARD 3d slipped away the other day into radio's Valhalla, it marked the end of an era. John Shepard constituted a radio era himself.

He died of a heart condition less than two years after he had retired from radio. He was 64. He had spent more than a quarter century in radio, with the Yankee Network he had founded and its precursors—WNAC Boston and WEAN Providence—both of which began operation in 1922.

A statistic, however, cannot depict John Shepard's legacy to radio. He was born to the purple of the Shepard Department Stores family, which had its antecedents in New England before the Civil War. He started radio as a public service adjunct of the stores.

In those early days, John Shepard 3d, with acumen and foresight, linked his two pioneer stations by telephone lines. He inaugurated baseball play-by-play, as well as hockey broadcasts, and he initiated the Yankee Network News Service—perhaps the beginning of original news reporting for radio. And he started —"editorializing" on the air—leading to the Mayflower Decision which originally banned editorial comment in behalf of station ownership. He saw the rule rescinded. He was one of the founders of Mutual.

Those are a few of the tangibles for which John Shepard, incidentally, never claimed credit. His native Yankee intelligence and tenacity resulted in the driving of many a shrewd bargain for radio—with the copyright owners, with the networks and others.

It was in 1944 that the Yankee Network was sold to General Tire because the octogenarian John Shepard Jr. wanted to have his estate in order. John 3d continued as board chairman of Yankee for several years and in 1948 retired from radio.

John Shepard 3d, the one-man radio era, can look down upon a healthy, wholesome American radio which he, to a large degree, helped make that way.

Our Respects To —

LEWIS HAVENS AVERY

WHEN at the end of this month the station representative firm of Avery-Knodel Inc. moves its New York headquarters into new and larger space at 608 Fifth Ave., at least one member of the staff will take the move in his stride.

Motion is a natural state for the company's president and founder, Lewis Havens Avery. Physically and mentally, Mr. Avery abhors inactivity as intensely as the devil is reputed to dislike holy water. In the almost 25-year span of his radio career, Lew Avery has tackled almost every aspect of radio except engineering—and has steered clear of that only because three years of struggling with an electrical engineering major in college convinced him once and for all that his talents lay in other directions than those charted for circuits and tubes.

Given his restless nature, it was probably inevitable that Mr. Avery would be in the forefront of most broadcasting industry movements.

In 1936, with a group of other commercially minded station executives, Lew Avery, then director of sales for WKBW and WGR Buffalo, helped form the Sales Managers Executives Committee of NAB. Organized at the NAB convention in Chicago, the SMEC held its own convention in that city the following January, formulating industry business promotion policies that today are being pursued by BAB.

Mr. Avery was also on the committee in charge of the industry Retail Promotion Committee, whose efforts awoke many broadcasters

(Continued on page 36)

Static & Snow

By AWFREY QUINCY

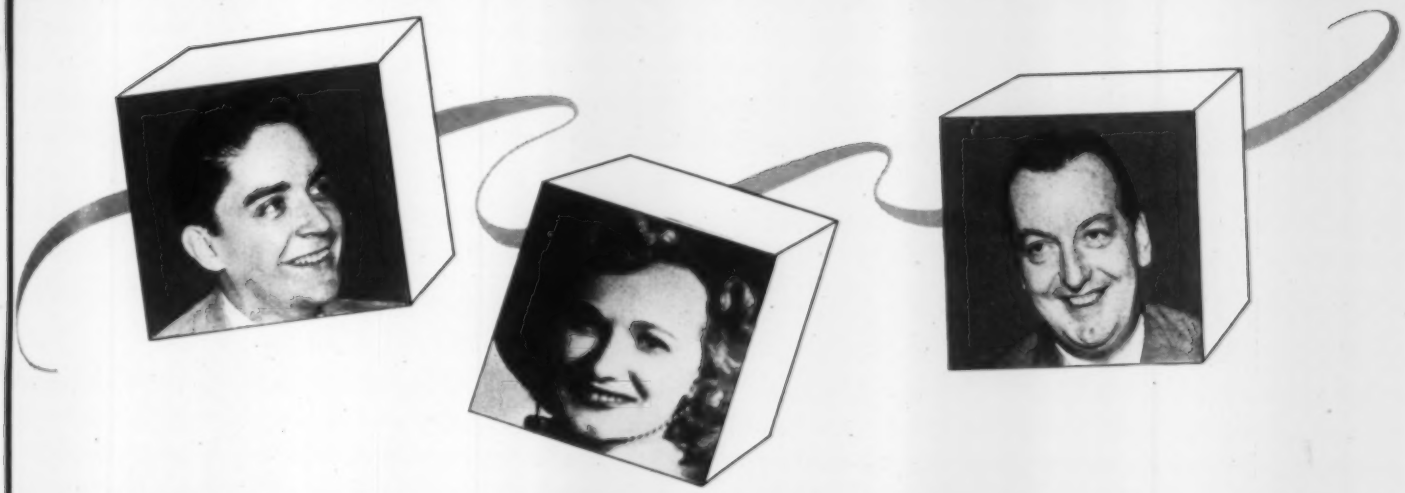
IT MUST be coincidence but just as Comr. Jones starts hunting the fox we read in the current installment of the Duke of Windsor's memoirs that as Prince of Wales he had to give up fox-hunting because he couldn't stay in the saddle.

Now that the color hearing is over at last, the contestants soon will be developing facial red, spirit blue and finally, envy green. But one color this industry will never show is yellow.

Perhaps when the census returns are in, the present crop of bargain hunters will regain their senses.

With Groucho in the fold, the lads at NBC are hopefully humming "Oh, bring back my Benny to me." At CBS "Whispering Hope" has died down to something less than a whisper.

The league of indoor bird watchers has identified a Hopalong Cassowary. Of course, it's William Boyd.



WOV's "Daily Triple"

Delivers an UNDUPLICATED audience of 971,520 PEOPLE weekly!

The "DAILY TRIPLE" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York the big swing is to the independents, and WOV's nighttime audience is up 39%.* The WOV "DAILY TRIPLE" is your best bet for sales impact, market coverage and an unbeatable unit rate.

*Source: The Pulse, Inc.

THIS IS THE "Daily Triple"

Each program reaching a large, distinctive and different audience.

★ **1280 CLUB** — with Bill Williams. 1 ½ hours of fun and music with America's best bands to entertain you.

★ **PRAIRIE STARS** with Rosalie Allen — Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 — Western Life Poll.

★ **A RAMBLE IN ERIN** with Pat Stanton — Authentic Irish music and folk songs, with celebrities and guest stars.

Originators of *Audited Audiences*

WOV NEW YORK

5000 WATTS

Rome Studios: Via del Bufalo 126

National Representative *John E. Pearson Co.*

Management

E. ANSON THOMAS, formerly vice president and manager of KGFW Kearney, Neb., named general manager of KFXJ Grand Junction, Col. He joined KGFW in 1940. Prior to that, he was with stations in Illinois, Iowa and Minnesota. **REX HOWELL,** KFXJ president, has supervised station's management since opening 24 years ago.

ROBERT ENOCH, formerly general manager of KTOK Oklahoma City and NAB director, effective June 15, appointed general manager of WXLW Indianapolis, independent outlet with 1 kw on 1590 kc.

Mr. Enoch

WILLIAM L. LIPMAN, owner of WLIP Kenosha, Wis., is the father of a girl, born June 14.

FRED L. BERNSTEIN, assistant general manager and sales manager of WTTM Trenton, N. J., and Anita Kahn were married June 4.

SAMUEL R. SAGUE, president and general manager, WSRS Cleveland, elected vice president of Foreign Language Quality Network.

HOWARD CHERNOFF, former managing director of West Virginia Network and for past two years general manager of *San Diego Star-Journal,* recently sold to Copley interests, is winding up affairs of the newspaper. He has not announced plans other than contemplated trip to Europe this fall.

J. R. POPPELE, vice president, WOR-AM-TV New York, and president, Television Broadcasters Assn., will serve as member of National Radio and Television Committee for United Nations Day (Oct. 24).

SIMON GOLDMAN, vice president and general manager of WJTN-AM-FM Jamestown, N. Y., elected president of Little Theatre of Jamestown Inc.

DANIEL W. KOPS, vice president and general manager of WAVZ New Haven, Conn., is the father of a girl, Cynthia Anne.

Press Duopoly?

(Continued from page 15)

nature of the charge . . . does not appear to be such as to require a denial of a grant," but said further consideration would be given at renewal time if trial of the charge developed justifying facts [BROADCASTING, Dec. 23, 1946].

The suit against *Times-Picayune* was labeled the first of its kind—that is, a civil suit brought by the Government charging a newspaper with injury to a newspaper competitor.

Aside from the details of the charges, the suit is different from the current *Lorain* (Ohio) *Journal* case in at least two respects: (1) the *Journal* is accused of conspiracy to injure a radio station, WEOL Elyria-Lorain, and (2) FCC had already denied a *Journal* application for a radio station, on grounds of unfair competition, before the Justice Dept. filed its suit.

The Lorain suit currently is under advisement in a Federal Court in Cleveland.

The complaint against the *Times-Picayune* charged that the company required classified and national advertisers to buy space in both its morning and evening papers — *Times-Picayune* and *New Orleans States,* respectively — as a unit under a combination rate.

Inducement Charged

Local advertisers, the suit claimed, were induced to refrain from advertising in the competing evening paper, *The Item,* by the offer of arbitrarily low rates in the *States* based upon the volume of their advertising in the *Times-Picayune.*

The suit also charged that the company increased the page content of the *States* without any corresponding increase in revenues, recouping from the profits of the *Times-Picayune.*

The company was accused of acquiring the *States* in 1933 under certain restrictive covenants to prevent competition and of entering into an agreement in 1941 which provided for another competing newspaper to discontinue publication of its Sunday edition. Additionally, the company was charged with refusing to permit newspaper vendors to sell its papers if they also sell *The Item.*

In announcing the suit, Attorney General J. Howard McGrath and Assistant Attorney General Herbert A. Bergson both stressed competition as vital to continuation of a free press. The complaint, filed in Federal Court in New Orleans, seeks "such relief as [the Court] deems appropriate and necessary to prevent the defendants . . . from continuing to violate . . . the Sherman Act, and to dissipate the effects and to prevent a recurrence of their unlawful conduct."

Announcement of the suit brought a prompt reply from *Times-Picayune* officials. President L. K. Nicholson, named as one of the defendants, issued this statement:

"A substantial part of the charges made by the Government are incorrect. Those which are true involve practices followed by many newspapers of this country for years and their legality has never heretofore been questioned.

"We are prepared to meet the issues on the trial of this case and are confident that the court will hold that we have not violated the Sherman Act."

Other *Times-Picayune* officials named defendants: John F. Tims Jr., vice president and business manager; Aubrey F. Murray, advertising director, and Donald W. Coleman, circulation manager.

AT ceremonies held in Denver, Rex Howell (l), general manager of KFXJ Grand Junction, Col., and Hugh B. Terry (r), vice president of KLZ Denver, are cited for their contributions to radio by the U. of Denver chapter, Alpha Delta Sigma advertising fraternity. Jim Woods, U. of Denver student, makes the awards.

LIBEL SUIT

Verdict Favors WLBJ

UNANIMOUS verdict favoring Bowling Green Broadcasting Corp., Bowling Green, Ky., in an $80,000 libel suit was returned June 2 by a Warren County Circuit Court jury. Plaintiffs were four ballot box guards in the Aug. 6 Democratic primary who alleged that the making and playing of a transcription by Bowling Green's WLBJ and WBON (FM) had called into question their good names and caused them "shame and humiliation."

The transcription, the court was told, was made approximately 3:15 a.m., Aug. 7, in the county court room where uncounted ballot boxes were held for tabulation on Monday. Testing equipment in connection with a WLBJ leased wire, Chief Engineer Rondal Miller recorded five minutes of "what sounded like unusual noises."

Two defeated candidates contested the election on the grounds the ballot boxes were tampered with and cited the recording as evidence. WLBJ put the recording on the air for public judgment and to prove the station was not involved with a political clique. It was then that the plaintiffs filed suit.

In addition to Mr. Miller, key witnesses for WLBJ were Manager Ken Given and William Kuznitsof, chief announcer.

Election Expenditures

RESOLUTION to set up a five-man group to probe radio, television and other media expenditures of all House members campaigning for re-election this fall [BROADCASTING, June 12] has won approval of the House Rules Committee and is slated for consideration by the lower chamber at the next calendar call. The proposal (H Res 635), sponsored by Rep. John McCormack (D-Mass.), was reported favorably last Tuesday by Rep. Adolph J. Sabath (D-Ill.), chairman of the powerful rules committee.

CHIPP ELECTED

Named N. Y. Head of IRE

RODNEY D. CHIPP June 7 was elected chairman of the New York section of the Institute of Radio Engineers. Mr. Chipp, engineering director for DuMont Television Network, has held the offices of treasurer, secretary and vice chairman for the New York chapter of IRE.

Others elected were: J. H. Mulligan Jr., assistant professor of electrical engineering at New York U., vice chairman; H. T. Budenbom, member of the technical staff of the Bell Telephone Labs., secretary; and H. S. Moncton, assistant to the manager of the physics labs, Sylvania Electric, treasurer.

BMB PROVES IT! WCKY HAS THE LISTENERS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Mr. Time Buyer:
Before you run off on your vacations check your Fall Schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS

ONLY $13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!... Spots on or between long-established Local Shows!... News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS

WNOE (MBS)

NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

MODERN 5kw. BROADCASTING

GATES

If you like your transmitters built big and husky, look sleek and distinguished, sound rich and full or—if you are one of those chaps that wants nothing but the best and the latest—as modern as that bobby sox daughter of yours—why, of course, you want Gates. Take the new Gates Five, for instance—

Modern Tubes. The new 3X2500 air cooled, single phase tungsten filament construction assures lower noise, lower distortion and longer life at less cost. 100% tube set is only $695.00.

Modern Installation. No days of cabling when installing the Gates BC-5B. In fact, no cabling at all. One cubical slips into line with the next and a few simple jumpers finish the job.

Modern Design. Dead front design. Open any front door, tune any current, attend relays, even adjust crystal air gaps without disengaging a door interlock.

Modern Walk-in Construction. Open the back doors and walk in. No hodge-podge of parts here, there and yon. The smoothest construction job you ever looked at.

Modern Performance. Gates makes nothing that is second best. Gates BC-5B performance is definitely best in the 5KW field, catalog specifications are not laboratory results but expected results at your transmitter location. Lower noise, lower distortion and greater dependability.

Modern Prices. Pace setter in quality and selling price, Gates Fives are modest indeed for 1950 designs. The latest, the best, the modern in Fives costs no more than older designs—marked down, of course.

2
Leading TV Transmitters

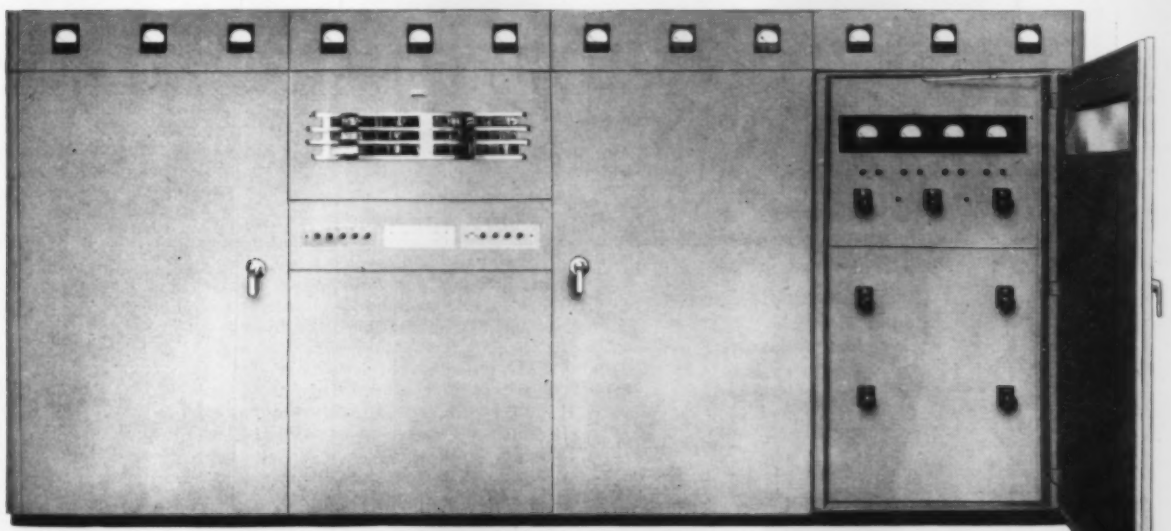
Yes, two of the nation's leading 5KW TV transmitters now use 3X2500 tubes in their output stage, the same tube as in the Gates BC-5B Five KW. AM.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

GATES RADIO CO.

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILLINOIS, U.S.A.



→ Quality PLUS +++ makes GATES +++ a MUST →

Respects

(Continued from page 32)

to their first awareness of the great volume of retail advertising which had been largely neglected by radio up to that time. Although the film presentation produced by the committee evoked somewhat less than overwhelming applause at the time, there is no doubt that it played a part in the development of retail business on the air which in recent years has passed both network and national spot business in total volume.

It was only natural that Mr. Avery should be a member of the All Radio Presentation Committee which developed the industry film "Lightening That Talks." He was also one of the moving spirits in the organization of the National Assn. of Radio Station Representatives and is this year's president of NARSR, after having served as treasurer during its first two years. And he has just completed his second term as treasurer of the Radio Executives Club of New York.

Born July 18, 1902, in Seneca Falls, N. Y., Lew Avery got his education at Mynderse academy in that city and at Union College, Schenectady. It was there that he struggled with watts and ohms for three years before admitting that an engineer's life wasn't for him.

Studies Business Administration

He then switched to business administration. When an illness took him out of the classroom in the spring of his senior year he never got around to going back.

While at college he had earned his own way, first by firing furnaces, a chore that got him up at 5:30 each morning and gave him a distaste for early rising that persists to this day. As a freshman he tried out for the school paper and showed an aptitude for journalism that he soon used to free himself from furnace feeding by becoming campus correspondent for the *Schenectady Gazette, Union Star, New York Times, New York Herald* and *New York World.*

His first fulltime job was in the publicity department of General Electric Co. in Schenectady. That is, it would have been a fulltime job for anyone else, but as soon as he learned the rountine, Mr. Avery began looking for something to occupy his spare time. In April 1926 he became an announcer at WGY, the GE station in Schenectady, in addition to his publicity duties.

"I thought I knew something about diction and pronounciation from my college dramatics," Mr. Avery says, "But after a few hours with Kolin Hager, my boss and a perfectionist if there ever was one, I realized how much a good announcer had to know. I really learned about radio from Kolin and nobody ever had a better teacher."

In January 1928, young Avery left GE to become assistant advertising manager of Mohawk Hudson Power Co. But the move did not mean leaving radio. He soon had a home economics program on WGY five noontime quarter hours a week, with the Mohawk Hudson home economist as talent. "It was one of the first domestic science programs on the air," Mr. Avery says.

Moves to New York

Two years later he transferred to the Mohawk Hudson agency, BBDO, spending six months in New York learning how an advertising agency radio department functions under the guidance of Arthur Pryor Jr. In July 1930, Mr. Avery was sent to BBDO's Buffalo office, handling all local radio activities of the agency's clients from Albany to Detroit.

By this time Lew Avery's two-year-to-a-job timing had become a habit and in January 1940 he left BBDO to enter the representative field as sales manager of the Chicago office of Free & Peters. This time he stretched it a little, staying with F & P until August 1942 before leaving to become director of the Division of Broadcast Advertising of NAB, replacing Frank Pellegrin, who had entered the Army. This was a wartime draft, Mr. Avery considered, so he stuck it out with the NAB until September 1945, when Mr. Pellegrin returned from service.

Apparently his three years with NAB broke the two-years-is-enough-of-any-job routine for good.

In the fall of '45 he went into the station representative business for himself as Lewis H. Avery Inc. A year later this was changed to Avery-Knodel Inc. when he was joined by J. W. Knodel with whom he had worked at Free & Peters.

Today, nearly five years later, he is happily active as president of Avery-Knodel, where, he says, by delegating most of the work he manages to get by with a work week of 60 hours—five 12 hour days.

Mr. Avery's home is in Scarsdale, a suburb aptly described by *Time* as "Manhattan's upper middle-class bedroom," where he relaxes weekends and an occasional evening with his wife, the former Helen Elizabeth Smith whom he married April 16, 1927, and their two children, a 15-year-old daughter, Aliph and a nine-year-old son, Jared.

No Radio Blues

Mr. Avery says he has no hobbies, avoiding all forms of physical exercise such as tennis, golf, and other sports and playing bridge "very badly and only under compulsion."

He says he has had, and is having a lot of fun in radio and looks forward to a lot more in television. Avery-Knodel already has four TV stations on its list along with 39 AM stations and probably will have more as TV develops.

He sees no need for radio to sing the blues over television. "Spot radio business in the first quarter of this year is up over the same period of last year," he says, "and there's no reason why 10 years from now AM broadcasting won't have as big or bigger billings than it has today. Meanwhile, television has the potentiality of becoming the nation's leading advertising medium.

"But," Mr. Avery declares, "every element of the broadcasting industry has got to sell and sell hard to accomplish that goal."

A SILVER tea and coffee service is presented to Marie H. Houlahan (l), director of publicity and public relations for WEEI Boston, on completion of her term as president of the New England Woman's Press Assn. With her is Mrs. John E. Roberts, second vice president-elect, who made the presentation.

PHILCO Corp.'s convention at Atlantic City opened today (Monday) with some 5,000 appliance dealers and 1,000 distributors from all over nation in attendance. New 1951 line of Philco TV and radio models is being shown in addition to new promotion and advertising plans.

MUTUAL STICKS
Will Not Resign From NAB

THE MBS board of directors, at a regular quarterly meeting, voted last week to continue the network's membership in the NAB.

The action assured the continued NAB membership, for the time being at least, of two of the four major networks, Mutual and NBC. ABC and CBS have withdrawn their network and owned and operated station memberships within the past month. NBC has announced it has no intention of resigning.

It was pointed out that the Mutual NAB membership contributes $5,000 annually to the NAB.

At the same Mutual board meeting, held in New York Monday, Frank White, network president, reported that a total of $4,800,000 new and renewal business had been signed since May 1.

Members of the board at the meeting were Theodore C. Streibert, WOR New York, chairman; J. R. Poppele, WOR New York; Lewis Allen Weiss, Don Lee Network; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. E. Campeau, CKLW Detroit, and Thomas O'Neil, Yankee Network, and Mr. White.

WCPO EXCLUSIVE
Starts Government Probe

WCPO Cincinnati's news department last week claimed credit for picking up a news tip which led to an exclusive story for both the station and the *Cincinnati Post*, Scripps-Howard newspaper affiliate and licensee. Story dealt with the wreckage of part of a Voice of America transmitter at Bethany, Ohio, last month.

Bob Otto, WCPO news director, broke the story over the air June 7 while the *Post* carried the news beat in its final edition. The blast touched off an investigation by the State Dept. and the FBI, whose preliminary laboratory tests reportedly indicated the blast last May 21 was caused by an explosion rather than lightning. A full report will be ready sometime this week, according to State Dept. officials.

Canada Advertising

CANADIAN GOVERNMENT advertising on radio is being reduced this year, it was reported in the House of Commons at Ottawa June 12. Last year different government departments spent $520,335 on radio on Canadian stations. This year they will spend $283,344. The heaviest spender is the Dept. of National Defense which this year will spend $138,000 on radio, last year spent $315,953. Dept. of Finance, government savings bond campaigns, will spend $90,000 this year on radio advertising, spent $91,590 last year.

Commercial

RAYMOND RUFF, of KOMA Oklahoma City sales staff, appointed sales manager, replacing **W. L. BENHAM Jr.**, who resigned to enter food and merchandise brokerage business. Mr. Ruff previously was program director, traffic manager and with promotion department of KOMA.

BURYL LOTTRIDGE, formerly program and installation consultant with Midwestern stations, joins KVOE Santa Ana, Calif., as business manager. He is 25-year radio veteran. Past affiliations include: WHO Des Moines, WOC Davenport, Iowa; WBEL Beloit, Wis.

Mr. Lottridge

JOHN P. WILEY, WCAU-TV Philadelphia sales service representative, named radio and television commercial representative. He joined WCAU in September 1949.

SIDNEY H. TEAR, formerly with WCYB Bristol, Va., and WWNC Asheville, N. C., appointed sales manager of WYVE Wytheville, Va. He replaces **MAURICE C. BROWNE**, resigned.

JOHN J. WHITEHEAD appointed sales representative for WCTS (FM) Cincinnati.

J. B. RIBAS appointed commercial manager for WBYS-AM-FM Canton, Ill. He has record of 30 years in merchandising.

DAN SCHMIDT III takes charge of TV operations at New York offices of George P. Hollingbery Co., station representative. **DICK HUNTER**, formerly at Chicago, now is in charge of firm's Atlanta office.

Mr. Schmidt

FRANK JOHNS, Minneapolis, named to represent KOTA Rapid City, S. D., in Twin Cities. Address: 2647 Bryant Ave. North.

AVERY-KNODEL Inc., Los Angeles, changes phone number to Tucker 2435. Address remains 315 West Ninth St.

LOUIS PETYKO, member of WGN Chicago traffic department for 15 years, resigns to move to Arkansas.

WEXL Royal Oak, Mich., suburban Detroit station, appoints **HIL F. BEST** as national representative.

WCAM CAMDEN, N. J., appoints **Schepp-Reiner Co.**, New York, as national sales representative.

PARKER SMITH, former WKYW Louisville commercial manager, named commercial manager of WXLW Indianapolis.

JAMES FORSYTH, formerly of KIST Santa Barbara, Calif., and **PAUL BOUTHILLIER**, new to radio, join sales staff of KEEN San Jose, Calif.

GEORGE E. LINDMAN, formerly general and commercial manager of KITO San Bernardino, Calif., named commercial manager and assistant general manager of KPOA Honolulu.

KALI Pasadena, Calif., appoints **Shepp-Reiner Co.**, New York, as representative.

DANIEL McGUIRE, former vice president of Beloit Dairy Co., Chicago, joins NBC-TV network sales staff in Chicago. **JUNIUS ZOLP** named sales service manager in that department, with his former position as NBC radio recording representative being taken over by **J. RICHARD LOUGHRIN**, transferred from AM production staff.

J. HOWARD ENGLE, for five years with KOME Tulsa, joins KVOO Tulsa as account executive. He will service local accounts.

WBT CHARLOTTE, N. C., issues new rate card No. 19, which becomes effective July 1.

GEORGE WHITNEY, general sales manager, Don Lee network, Hollywood, is on month's business trip, planning stops in New York, Chicago, St. Louis, Kansas City, Minneapolis and other major cities.

J. RICHARD LOUGHRIN, NBC Chicago radio recording representative, is father of a son, Benjamin Smith Loughrin.

RICHARD J. MONAHAN, commercial manager of WAVZ New Haven, Conn., and Marilyn Alice Petrie were married June 10.

JOSEPH T. MATHERS, commercial manager of WLAD Danbury, Conn., named to head radio division of Connecticut's Cerebral Palsy Drive. Appointment made by state chairman of drive, **FRANK H. LEE**, sponsor of Bob Montgomery's ABC show.

JOHN H. SLAYTON, salesman for KXOK-FM (Transit Radio) St. Louis, and Rosemary Carter, were married June 4.

DAVE FINDLAY, for past 16 months member of WRVA Richmond's announcing-production staff, transfers to station's sales department as account executive. He will be primarily responsible for liaison between local representatives of national accounts and maintaining contact with city's food and drug business. Prior to joining WRVA, he was announcer at WDBJ Roanoke, Va.

Mr. Findlay

JOHN WHITE, in charge of KXOK-FM St. Louis Transit Radio sales, is the father of a boy, John Jr.

KSYC Yreka, Calif., has received award from National Board of Fire Underwriters "for outstanding public service in the field of fire prevention."

ONLY ONE STATION **COVERS**

THE SOUTH BEND MARKET—

AND WHAT A MARKET!

Right! Only WSBT *covers* the great South Bend market. No other station, Chicago or elsewhere, even comes close. Look at the latest Hooper—look at any Hooper—for eloquent proof.

The South Bend market is far-reaching, prosperous, and growing fast. Its heart is *two* adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. Total population of the *entire* South Bend market is over half-a-million. Total retail sales in 1948 exceeded half-a-*billion* dollars! The rest of WSBT's primary area gives you another million people who spent 911 million dollars in retail purchases in 1948.

You *must* cover the South Bend market. You *do* cover it with WSBT—and only with WSBT.

WSBT

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Production

ED DAVIS appointed program director of WFPG Atlantic City, N. J., where he has been for four years. **FRED HAGGERTY,** with station since 1948, appointed assistant program director.

TED NELSON, formerly publicity director of WHYN Holyoke, Mass., appointed program and production manager of WMON Montgomery, W. Va. Prior to his three year association with WHYN, he had been assistant manager of KPAB Laredo, Tex. He is succeeded at WHYN by **FRED PEACH.**

LT. TIM TIMMINS, formerly personal aide to Admiral Paul Hendren, Long Beach, Calif., Naval Station, joins KLAC-TV Hollywood as production liaison executive.

RON DAVIS, recent graduate of Ohio U., joins announcing staff of WOHI East Liverpool, Ohio. **LOIS FREDRICK** joins station as traffic manager.

ALAN PAUL RHONE, former director of film programming at WBKB (TV) Chicago, effective June 26, joins WOR-TV New York as manager of film department.

HAL DAVIS, formerly with KCMJ Palm Springs, Calif., and KRAM Las Vegas, Nev., joins KHUM Eureka, Calif., as program director.

ROD MITCHELL and **WILLIAM PATTERSON,** both former associate directors of CBS-TV, join program staff of WCBS-TV New York, network's key station. Mr. Mitchell formerly was program manager for WLAN Lancaster; Mr. Patterson was television producer at WBEN-TV Buffalo.

LEE LIVELY, formerly with WLOW Norfolk, Va., joins announcing-production staff of WRVA Richmond. **MARK ROGERS** also joins staff as announcer-producer. He previously served at WGBR Goldsboro, WEED Rocky Mount and WSJS Winston-Salem, N. C.

BOB KOOLAGE, formerly with WGH Newport News, Va., and WCAV Norfolk, and during past year with WMBR and WHJP, both Jacksonville, Fla., rejoins WCAV as disc jockey.

Miss Carr

DOROTHY CARR, director of radio and television continuity for WMAL-AM-FM-TV Washington, elected president of Women's Advertising Club of Washington. She has been with WMAL since August 1942.

RAY PENNER, former program director at WLOW and WNOR, both Norfolk, Va., joins WCAV Norfolk.

ROBERT BACON, of West Hartford, Conn., who enters Trinity College senior class in fall, is summer replacement announcer at WDRC Hartford.

BILLY GOULD, CBS Hollywood sound effects man, has started 35-minute weekly *Bill Gould's Melody Diner* on KNX Hollywood.

RALPH MOFFATT, m.c. of *Midnight in Munich* show over AFN, and after that with Radio Luxembourg, starts *Midnight in Minneapolis* over WCCO Minneapolis, where he has been for past year.

KATHLEEN HITE, on writing staff of Columbia Pacific Network, Hollywood, named script editor on network's *The Whistler* replacing **ADRIAN GENDOT,** resigned. **GIL THOMAS,** formerly of KCBS San Francisco writing staff, named writer on *Jeff Regan* show, replacing **WILLIAM FIFIELD,** resigned.

MICHEAL CASHIN, formerly of CKVL Verdun, joins announcing staff of CKEY Toronto.

ROBERT PRESTEGAARD replaces **PATRICIA ROGERS** on continuity staff at WGN Chicago.

BILL POWELL, Negro disc jockey, joins WIRE Indianapolis as m.c. of *Ebony Etchings* disc show.

BARBARA SIMS, lyric soprano and pianist, joins music staff at WBBM Chicago.

ELLA (Little Eller) WARD formerly with Olson and Johnson's "Hellzapoppin" show for two years and star of CBS' *Renfro Valley Barn Dance* for five, rejoins radio in *WPFB Jamboree,* sponsored by WPFB Middletown, Ohio.

CHARLES C. MAXWELL, formerly announcer at WREN Topeka, Kan., joins KCMO Kansas City announcing staff. He previously was with KFDX Wichita Falls and KGNC Amarillo, both Texas. Another new KCMO announcer is **HUGH BOWEN,** formerly of KWDM Des Moines.

DWIGHT NEWTON, San Francisco radio columnist and m.c. of *Schoolcast,* thrice-weekly quiz program on KGO San Francisco, commended by San Francisco Public Schools Week Committee for publicizing recent Schools Week observances.

BOB FALCON, formerly of WGAY Silver Spring, Md., joins announcing staff of WFMD Frederick, Md.

FRANK ALLEN, formerly with WREN Topeka, Kan., rejoins ABC outlet emceeing *Variety Matinee* and *Night Watchman* spots.

BOB MACK, on staff of WMTR Morristown, N. J., last summer, rejoins station as announcer.

VERA GROVE, m.c. of *Vera And Her Mike,* homemaker's program on WCNR Bloomsburg, Pa., left June 15 for England to do series for station. She will interview British housewives and also attend U. of London, returning during August on Queen Mary, passenger liner. During tour, programs will be recorded on special portable machine and tape flown back to U. S. for broadcast. Also, BBC will originate regular program from a London studio.

JILL JACKSON, WWL New Orleans' "Safety Lady," named to receive annual "personal" award from Safety Committee of Lakeview Unit 229, American Legion Auxiliary, for "her many activities along lines of safety."

BOB PIERRON, NBC Chicago script writer, and **KATHERINE HARRINGTON,** member of radio department at Schwimmer & Scott, Chicago, are to be married July 8.

BOB SHEA, KXOK St. Louis announcer, is the father of a girl, Joan.

WILLIAM H. RAMSEY, assistant director, KCVN Stockton, Calif. (College of Pacific), is the father of a girl, Marilyn Louise.

ROBERT MONTGOMERY, NBC television producer, radio commentator, and screen star, named chairman of National Reorganization Crusade of Citizens Committee for Hoover Report.

DON BALL, WCBS New York program director, is author of book entitled *You Can Play Ukulele.* Foreword written by **ARTHUR GODFREY.** Published by Broadcast Music Inc. Retail price, $1.00.

GARY MILLER, continuity writer at WBBM Chicago, is the father of a girl, Margo, born June 5.

GEORGE SNELL, program director at KEEN San Jose, Calif., named radio chairman, Santa Clara County Chapter, Red Cross for third consecutive year.

LARRY ALEXANDER, announcer-newscaster at WBBM Chicago, is the father of a girl, born June 2.

EILEEN KILROY, CBS Hollywood script secretary, and **JOHN PALUMBO,** manager of network's Hollywood supply department, were married June 10.

BOB POLLARD, of KTAR Phoenix, staff, returns to work following recuperation from major surgery.

TINY LAMB, of NBC Hollywood sound department, and **NELSON ROBINSON,** of network recording department, are recuperating at Santa Monica Hospital following injuries suffered in recent automobile accident.

LARRY PIKE, supervisor of television operations at WJBK-TV Detroit, given 1949-50 United Foundation Leadership Award for "outstanding personal contributions to metropolitan Detroit's annual U.F. torch drive."

ROBERT STEPHANOFF, continuity writer for WLAW Lawrence, Mass., awarded B.S. in radio broadcasting from Boston U.

PETER P. SLACK, KGER Long Beach, Calif., staff organist, awarded Doctor of Music degree from John Brown U., Siloam Springs, Ark.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—**110,590** *families in* **36** *counties*

Night—**85,830** *families in* **31** *counties*

and

3 to **7** days weekly:

Day—**90,320** *families*

Night—**66,230** *families*

(Retail sales in the area are over $600 million yearly)

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Strikes Beset Industry

(Continued from page 15)

was that the discussions that were to begin today would continue for 30 days, if necessary, under Mr. Mandelbaum's supervision, and that any wage scales that were settled would be retroactive to May 28, date of expiration of the old contract. CBS emphasized that it agreed to retroactive wages before the strike was called.

The AFRA strike against WMGM was called Monday afternoon over what the union characterized as a "mass lockout" of eight staff announcers.

According to the union, the eight announcers were given notice after AFRA had requested arbitration on AFRA demands for salary adjustments for three disc jockeys.

A joint announcement of the settlement of the dispute, some 12 hours after it began, was issued by the station and the union. The statement read in part:

The agreement reached gave AFRA the full reinstatement of the eight announcers, previously discharged, based on the company's willingness to recognize their general competence, which was never denied, and based on the company's further willingness to waive discharge rights based on major changes in operations for the balance of the current agreement with AFRA which expires in October 1951.

The station received from AFRA a waiver of all previous claims for retroactive pay due Disc Jockeys Ted Brown, Ken Roberts and Hal Tunis, but agreed to accept AFRA's interpretations of applicable rates on all future broadcasts.

News Value

REFLECTING at least one editor's views of relative news value, the *New York Herald Tribune* last Tuesday ran the story of the IBEW strike against WCBS-TV New York on page 1, the story of the walkout of editorial workers of the *New York World-Telegram* on page 19.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRC is your best buy! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

News

JOHN MacVANE, NBC commentator, appointed advisor on press and radio relations for U. S. mission to United Nations. He has covered UN for NBC and has been president of Assn. of Radio News Analysts, professional organization of radio commentators, since April 1949.

MARVIN ALISKY, journalism instructor at Trinity U., San Antonio, appointed news director of KEYL (TV) San Antonio. He previously was newscaster with WOAI San Antonio, KPRC Houston and KMAC San Antonio, while teaching at Trinity.

HARRY REASONER, formerly assistant publicity director for Northwest Airlines, joins news staff of WCCO Minneapolis.

GUNNAR BACK, Washington newscaster and commentator, starts 7-7:10 a.m. Monday-Friday summary of night's news events over WMAL Washington.

HELEN HENNESSY, of KXOK St. Louis' news department, resigns after six years of reporting to devote full-time to home duties. Husband **JAMES HENNESSY** is announcer at station.

JACK CHASE, WCOP Boston day news editor, this month received BS degree from Boston U.'s school of public relations radio division and took top honors, summa cum laude.

Dr. J. S. Nathaniel Tross, conductor of a Sunday morning show on WBT Charlotte, N. C., was given a 1950 Studebaker on the occasion of his 10th anniversary with the station.

TRAFFICKING

FCC to Hear Rule Opponents

A LINEUP consisting solely of opponents of FCC's proposed new anti-trafficking rules is slated to be heard by the Commission today (Monday).

FCC said last week that five groups had asked to participate in oral argument on the proposals, which, with limited exceptions, would require automatic forfeiture of the construction permit for any station which is sold before program tests commence [BROADCASTING, Jan. 16, June 5].

All five oppose the proposal. FCC said they will be heard in the following order:

A group of 13 stations represented by Vernon C. Kohlhaas of the Washington law firm of Pierson & Ball; a group of 13 other stations represented by Attorneys George Sutton and William Thomson; NAB, represented by Don Petty, Vince Wasilewski and Sidney Farr; Andrew G. Haley, James A. McKenna Jr. and Vernon L. Wilkinson of the law firm of Haley, McKenna & Wilkinson, appearing as amicus curiae; Federal Communications Bar Assn., represented by Percy H. Russell Jr., chairman of the FCBA Committee on Practice and Procedure.

Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!

PROVED FOR 3 YEARS! . . .

RENEWED FOR 6 YEARS!

"THE CISCO KID"

AMERICA'S GREATEST SALESMAN!
Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This **low-priced** ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Allied Arts

RICHARD G. SUTHERLAND, formerly in public relations work in radio, TV and newspapers, who taught newspaper management at Indiana U. this past year while earning his master's degree, appointed national representative for *Quizdown*, syndicated radio-TV program for school children. **MRS. CAROL MOODY**, creator of *Quizdown*, is currently touring New England and mid-Atlantic seaboard arranging broadcasts for coming season.

H. McLEAN SMITH, formerly with Lambert & Feasley, New York, joins copy staff of O'Brien & Dorrance Inc., New York.

JOHN COBURN TURNER, former manager of script and program promotion division of ABC, effective today (June 19) becomes director of programs for Goodson-Todman Productions, New York. He will supervise all radio-television operations for package production firm owned by **Mark Goodson** and **Bill Todman.**

COFFIN, COOPER & CLAY Inc., Los Angeles, announces effective this month subscribers to Tele-Que audience analysis service may secure pre-releases of their television show ratings within seven days following survey. Complete report on ratings will be available at end of same month, according to **Joseph Coffin,** president.

ROBERT F. KLIMENT, formerly general manager of WJJL Niagara Falls, N. Y., joins sales staff of Richard H. Ullman Inc., radio production firm. He will represent company in Midwest. Appointment is in line with general expansion of firm's sales organization from coast to coast.

JAMES R. CUNNISON, former sales manager of Selective Radio Adv. Inc., and before that account executive for The Bolling Co., appointed sales representative for RCA Victor custom record sales division, Camden, N. J.

JULES MARSHALL ZISSEN, formerly head of own public relations office in Miami and New York, joins Melvin, Newell & Rector Inc., Hollywood (public relations), in charge of copy production and research.

KENNETH A. HARWOOD, radio instructor and researcher, U. of Southern California, Los Angeles, named assistant professor of radio at U. of Alabama, Tuscaloosa, effective Sept. 15.

TRANSCRIPTION Sales Inc., Springfield, Ohio, announces new series of 260 quarter-hour transcribed programs for local station programming. Series features Golden Gate quartet, who will make one free appearance at each station buying 52-week package sometime during series.

GEORGE HEID PRODUCTIONS, Pittsburgh, Pa., announces removal of studios and offices to Club Floor of William Penn Hotel. Telephone remains: GRant 1-3696.

CHARLES MICHELSON Inc., New York, preparing *Coney Island*, new live TV show, for presentation to agencies. Program to originate at Steeplechase Park on boardwalk at Coney Island. **BARRY GRAY** probably will serve as m.c.

RICHARD TUKEY, former director of Cigar Institute of America, named vice president in charge of eastern operations of Margarett Ettinger Co., New York public relations firm.

Equipment

W. S. HARTFORD, general sales manager, named vice president in charge of sales of Webster-Chicago Corp., with **C. B. DALE,** research director, named vice president in charge of research.

WILLIAM HATTON and **FRANK P. POWERS** made vice presidents of Federal Telephone & Radio Corp., Newark, manufacturing affiliate of IT&T. Mr. Hatton, previously IT&T manufacturing and engineering director, is known internationally as engineer in telephone communications field. Mr. Powers joined Federal last year as director of manufacturing operations.

BRIG. GEN. TOM C. RIVES (USAF, Ret.) joins Commercial Equipment Div., GE Electronics Dept. at Electronics Park, N. Y. He will handle special assignments for manager of engineering of Commercial Equipment Div. Gen. Rives served in electronics capacity at Wright Field, Dayton, Ohio following World War II and last year joined U. of Illinois Electrical Engineering Dept. as associate professor.

FLEET ADMIRAL WILLIAM F. HALSEY Jr. (USN Ret.) elected chairman of board of directors of All America Cables & Radio Inc., subsidiary of American Cable & Radio Corp. All America is affiliated with IT&T. Adm. Halsey replaces **John L. Merrill,** deceased.

ASTRON CORP., manufacturer of filters and capacitators, moves to new plant at 255 Grant Ave., E. Newark, N. J.

NEW 28-page catalog published by Fischer & Porter Co., Hatboro, Pa., describing new developments in exhibiting and controlling flow instruments for all industries. Illustrated and described are flow indicators, recorders, integrators and new pneumatic controller unit. Copies may be obtained by writing firm at 50 County Line Rd.

1950 MARKET BOOK

radio's most authoritative fact book now in production

There is no single volume so completely designed for the radio buyer. The '50 Marketbook features the copyrighted "Spot Rate Finder," which in minutes figures the entire cost of spot campaigns. It includes every needed 1950 market-fact for fall placements. 16,500 circulation guaranteed.

• Please ☑ and mail now for best position!

PLEASE RESERVE the space checked for the 1950 BROADCASTING MARKETBOOK. Deadline July 15, 1950. Regular rates prevail.

FIRM ADDRESS .....

ADDRESS .....

CITY ..... ZONE .....

STATE .....

PER .....

AGENCY, IF ANY .....

SPACE RATES

Page	1	1/2	1/4	1/8	1/16
1	$350	200	120	70	45
7	325	185	110	65	42
13	290	170	100	60	40
26	260	150	90	55	35
52	230	130	75	45	30

Extra Color: $110 per page • Bleed: $40 per page

FCC BUDGET

May Drop Hearing

URGENTLY pressed for time in this Congressional session, a Senate Appropriations subcommittee indicated last week it may abandon plans to invite FCC testimony on the current single-package funds bill for the fiscal year beginning July 1.

Committee authorities for the independent offices subcommittee said last week, that unless the Commission makes any "unusual appeals" from the House-passed bill, it will forego hearings. If sessions are slated, however, they probably will be held sometime late this week, authorities said.

The subcommittee had asked FCC to file "changes" it would like to see made from the present bill which would allot the Commission $6,600,000—about $287,000 less than the President's budget estimate—roughly the same overall appropriation as for this year. FCC's effective operating budget for 1950-51, however, would be cut an estimated $227,000 below this year's.

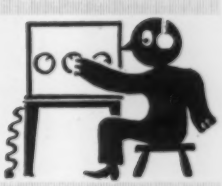
FCC Replies

The Commission, in its reply filed late last week, was seeking presumably the $287,000 lopped off the budget estimate by the House. It also was understood FCC might appeal a current amendment, now being studied, which would forbid transfer of funds among certain departments and thus curtail personnel operation.

The question of a hearing will be referred to the full committee, headed by Sen. Kenneth McKellar (D-Tenn.), in a meeting slated early this week.

LOS ANGELES *Times* (KTTV) has introduced full radio and television pages into its daily and Sunday issues. Logs and news are contained in Monday through Saturday editions, with Sunday issue contajning not only that day's radio and TV logs but television logs for coming week, in addition to last minute news of both media. Walter Ames is radio and TV editor.

Technical



JAMES BOYDON appointed transmitter operator for WYVE Wytheville, Va. He is 16 years old.

WALTER THOMPSON, president of IBEW Local 1220, takes leave of absence from WGN Chicago to devote full time to union activities. He has been union officer for six years, broadcast technician for 20 and associated with WGN for 10.

RADIO Engineering Labs. Long Island City, N. Y., producing new FM relay receiver Model 722 for 88-108 mc band. Model is rack-mounted single frequency, crystal-controlled double IF superheterodyne, and supersedes REL 670 receiver now used on FM regional networks. Performance, according to firm: distortion 50 to 15,000 cycles less than ½% sensitivity noise factor better than 6 db, sputter point less than 2 mv, intelligibility less than 1 mv.

TELREX INC., Asbury Park, N. J., manufacturer of Conical-V-Beams, releases for distribution its Clover-V-Beam, high gain, stacked, bi-directional array for both TV and FM reception.

STRANDBERG Recording Co., 705 Woodland Drive, Greensboro, N. C., now making available new instrument for resharping sapphire, stellite, and steel recording styli. Called "sapphire tip cleansing instrument," new development said by company to aid in preserving life of recording needles.

SUN RADIO & Electronics Co., New York, announces addition of two new models of its Sun Radio all-triode audio amplifier — CR-10-P and CR-10-Q — adapted from circuit designed by Consumers Research, Washington. Both utilize Peerless transformers throughout.

PETER KIRK

WPTL (FM) Manager Dies

FUNERAL services were conducted June 9 for Peter Kirk, 46, manager of WPTL (FM) Providence, Rhode Island's pioneer educational FM station, who died there June 6. Mr. Kirk began his lifetime career as a radio writer in the early 1920's, and originated formats for *Fibber McGee & Molly, Suspense* and *The Greatest Story Ever Told.* He also contributed scripts to *Amos 'n' Andy, Cavalcade of America* and *Man Behind the Gun.*

Always interested in educational and religious broadcasting, Mr. Kirk worked at WMBI Chicago, Moody Bible Institute station, and he and his wife later organized the Green Mountain Writers Group in Vermont when he taught at the state university there. He went to WPTL in 1947 to direct its religious and educational operation.

Mr. Time Buyer:
Before you run off on your vacation, check your Fall schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS
ONLY $13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE MBS
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
50,000 WATTS DAYTIME — 1,000 WATTS NIGHTTIME

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.
Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?

The Art Mosby Stations
CBS KGVO · KANA
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

THE WBNS Central Ohio Market

WBNS PLUS WELD-FM

The effectiveness of spot radio on WBNS plus WELD-FM has been profitably proven again and again by advertisers. 187,980 WBNS families in central Ohio have the money to buy and they DO BUY when they hear your sales message on this station.

ASK JOHN BLAIR

POWER 5000 D · 1000 N · CBS · COLUMBUS, OHIO

Promotion

W. T. McCLARIN, KVOO Tulsa account executive, becomes promotion and merchandising manager. **CHARLES McKINNEY,** formerly in charge of promotion, named to KVOO news department.

GRAHAM EDELBLUTE, NBC Hollywood press representative, named assistant manager of press department of network's Western Division. **CHRISTY WALSH JR.** joins same deparment as press representative.

BEN H. HOLMES, KOMA Oklahoma City news director, named sales promotion manager. He will continue to supervise news department until successor is named. **JACK C. WALLACE,** acting sales promotion manager, named sales representative.

BILL CUNNINGHAM, who started with KCMO Kansas City three years ago as mail room clerk, returns as researcher on audience mail. He received Bachelor of Journalism degree from U. of Missouri School of Journalism and Kappa Tau Alpha award this month.

ANN EVANS, promotion director at WPAY-AM-FM Portsmouth, Ohio, joins promotion department of WBNS Columbus.

DICK WINTERS, formerly with Frank Law Publicity office, joins WINS New York, as assistant to **JOSEPH G. BESCH,** director of promotional activities.

CHARLES MARTI named WEBR Buffalo promotion manager and **BILL SCHWEITZER,** formerly promotion chief, moves into station's sales.

JAMES TYLER, MBS manager of advertising and promotion, New York, is the father of a girl, born June 12.

WNEW New York names Arnold Cohan Corp., same city, as its advertising agency. **ARNOLD COHAN** account executive.

Preview for Sponsors

DESCRIBED as "novel plan," new program-promotion series titled *Preview Time* was scheduled to start today (June 19) on WLAD Danbury, Conn. Show is to be aired 7:30-8 p.m. Monday, Wednesday and Friday. By arrangement with Charles Michelson Inc., New York transcription program producer, WLAD will present previews of various Michelson half-hour mystery transcription shows. Commercial portions will be devoted to calling attention of local merchants to availability of programs for sponsorship. Further WLAD promotion calls for listeners to write in comments on various programs. Winning letters receive pair of tickets to New York's Radio City Music Hall.

Battery 'Circus'

RCA TUBE DEPT. launches battery "circus" promotion to include containers which can be converted into colorful circus wagons for children, and which are used to enclose RCA portable-radio batteries. Battery promotion features series of four containers which, when cut with scissors, become brightly-colored circus wagons, lions, monkeys, bears and pandas, and is timed to coincide with peak selling season for portable-radio batteries. Promotional kit being made available to dealers through distributors.

WDRC Sponsors Team

WDRC Hartford is sponsoring junior baseball team in city this year, station reports. Team is entered in JC League, set up by Hartford Junior Chamber of Commerce and *Hartford* (Conn.) *Courant's* sports department. Various business concerns in city also are financing individual teams.

'Miss New York'

EXCLUSIVE franchise to select New York entry for "Miss America" pageant held again this year by WKBW Buffalo in cooperation with Buffalo Junior Chamber of Commerce, according to station. Girls between 18 and 27 are eligible to compete. Finals will be held for New York State contestants Aug. 10-11 at Crystal Beach.

Endurance Swim

STUNT which created wide interest in area and much publicity for station, reported by WPLH-AM-FM Huntington, W. Va., which sponsored endurance swim in Ohio River. George Holderby, representing WPLH, attempted to swim 165 miles from Huntington to Cincinnati, but icy waters forced him to give up project after 27-mile swim. He will make another attempt later in summer, WPLH said. Information on progress was relayed by phone to WPLH studios and listeners were given reports at 10-minute intervals. Station estimates over 1,300 calls from listeners were accepted on day of event.

Good Fishing

MAIL SHEET with catch-line, "The fishing's good in Westchester," is latest promotion of WFAS White Plains, N. Y. Piece includes facsimile of letter received from satisfied tropical fish dealer who advertised wares on WFAS as well as statement from WFAS that its 450-foot "steel rod" casts "your message into Westchester's pool of more than 165,000 radio families; not to mention additional thousands in Rockland County and other environs."

WTIC Safety Drive

WTIC Hartford, Conn., has inaugurated farm and home safety contest which makes entrants practice before they preach. Eligibility for competition is conditioned upon actual elimination of accident or fire hazard in home or on farm since last July. Entrants must have carried out own ideas before writing WTIC telling what hazards have been eliminated. Contest runs through July 21 and more than $1,000 in prizes will be awarded on July 29, final day of National Farm Safety Week.

KFRO Postcards

SEVERAL thousand picture postcards showing front and side view of its home, James R. Curtis Bldg., and carrying brief history of station on writing side, have been issued by KFRO Longview, Tex. Besides out-of-town clients, cards are freely passed out to local civic groups and all people visiting station's studios.

KEPO Voice

EL PASO's Home Show had as its official voice KEPO there last month in promotion through booth displays as conceived by Willard Kline, station manager, and Howard Baldwin, sales director. KEPO reported every one of 200-odd accounts on outlet received mention, with over 300 diversified products being represented. As tie-in, KEPO issued four-page schedule covering station's complete program listings during show.

'Tiny Tot Time'

YOUNGSTERS, 10 years old and younger, were guests of "Uncle" Stu Wayne, m.c. of WPEN Philadelphia's *Tiny Tot Time* on June 3. At party, children played games and sang "alphabet" and "counting songs." After air show, puppet play was presented for kiddies. Refreshments, whistles and balloons were among gifts given out by "Uncle Stu." Show is heard for last 15 minutes of Mr. Wayne's daily 6-9 a.m. program. *Big Tiny Tot Time* is a special Saturday 9:30 a.m. feature for children from 5 to 10 years old who miss program during school week; daily show is for children 1 to 5 years old.

Spots for Radio

USE of complete spot coverage throughout day and night to promote radio listening and use of radio as best medium of advertising is reported by WOHI East Liverpool, Ohio. Campaign was opened by series of 20-second announcements distributed by NAB. Slogan used is "Your favorite spare-time activity is radio listening."

'Little Nipper'

AUTO RACER, titled "Little Nipper Special," marked on sides and hood with legend "RCA Victor 45 rpm," won race in Yellowjacket Speedway in Philadelphia fortnight ago. Entered as promotion stunt by Raymond Rosen & Co. Inc., Philadelphia RCA Victor distributor, car had "Little Nipper" perched on top of roof in form of 12-inch rubber model of famous trademark.

'WFIL Day'

WFIL Philadelphia, for fourth consecutive year, will play host to thousands of men, women and children at outlet's annual "WFIL Day" outing at Woodside Park, on Saturday (June 24). In cooperation with Frank & Seder department store, Parkway Baking Co. and other business firms, WFIL is distributing tickets good for free and half-price rides on park's various amusement devices. Each of 100,000 tickets will entitle bearer to chance in drawing for hundreds of prizes. WFIL-AM-TV is giving event heavy advance promotion by spot announcements.

Tour WTAM-WNBK

FIRST-HAND view of radio and television operations in this country was given 17 young men and women from 14 different countries on recent visit to Cleveland's WTAM and WNBK (TV). Guided by group leader from U. S. Dept. of State, visitors had opportunity to see operations from top to bottom. Joseph Polakoff, group leader, and two of visitors, Francisco Zaldarriga of Manila and Mrs. Jeanne Bocca of Paris, appeared on a TV show, *The Idea Shop*, with Mildred Funnell and Gloria Brown.

Summer Perk-Ups

TO "PERK UP" summer audiences, WENR-AM-TV (ABC) Chicago carrying specially-recorded station breaks of name talent from five to eight times daily. Central Division Program Director Leonard Blair started campaign fortnight ago, and expects to continue it until fall with local and network stars delivering personalized messages and plugs for their own

In the car or at home

. . . the chances are you'll find the radio listener tuned to KROD, the CBS affiliate in the rich El Paso Southwest . . . REASON . . . such top-flight programs as Jack Benny, Arthur Godfrey, Lux Radio Theater, Amos & Andy, Bing Crosby, Edgar Bergen and other stellar CBS production . . . get on the KROD band wagon and go to town!

KROD
EL PASO

CBS Affiliate

MORE DIALERS PER DOLLAR

600 on Your Dial

5000 WATTS

Southwest Network

Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
THE TAYLOR COMPANY

Reach This Rich Market Through Your Southwestern Salesman

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

NEW YORK FM *Rural Radio Network Relays WQXR Music and News*

WHLD-FM	Niagara Falls	98.5	WWNY-FM	Watertown	100.5
WFNF (FM)	Wethersfield	107.7	WSLB-FM	Ogdensburg	106.1
WWHG-FM	Hornell	105.3	WRUN-FM	Utica-Rome	105.7
WVBT (FM)	Bristol Center	95.1	WVCV (FM)	Cherry Valley	101.9
WHCU-FM	Ithaca	97.3	WFLY (FM)	Troy	92.3
WVCN (FM)	DeRuyter	105.1	WHVA (FM)	Poughkeepsie	104.7

FM RADIO will take a big step in expanding its operations in upstate New York on July 1.

A joint announcement today (Monday) by Michael R. Hanna, general manager of Rural Radio (FM) Network, and Elliott M. Sanger, WQXR-AM-FM New York executive vice president, disclosed plans for an FM radio relay hookup that will bring classical music and news to upstate listeners.

The all-FM radio relay hookup, serving 85% of New York state with a population of more than six million, comprises nearly 550 miles of circuit paths, Messrs. Hanna and Sanger said.

Balance Design

These broadcasts, duplicating nighttime and Sunday programs from WQXR-FM, are expected to fit in with a new phase of the network's expansion, the announcement said. They are designed to supply to the potentially vast FM audiences of the 42 upstate counties served by the 12-station network a balance in variety programming. In addition to regular music, news, special events programs, RRN supplies the area with specially tailored weather, market, agricultural and service programs.

WQXR reported the new setup as an opportunity to grow as an outlet for classical music programs, which in the past 14 years have appealed to specialized tastes of the metropolitan area's lovers of fine music.

Through the FM relay, the station now will be able to deliver its programs to the big population centers around Buffalo, Albany, Syracuse, Rochester, Rome, Utica and other suburban and rural areas in the state.

A sustained trial period during which WQXR programs were relayed through the FM network 2:30-4:30 p.m. daily proved them acceptable to the upstate audience and feasible from the technical standpoint, RRN said.

According to the network, tests brought forth an abundance of mail from listeners not only in the upstate area but also from regions in southern Canada, New England and northern Pennsylvania.

Aid Set Buying

Both network and WQXR executives expressed hope that this expansion of FM broadcasting—RRN will boost its daily operation from 7:30-11.06 p.m. and begin Sunday broadcasting from 3 until 11 p.m. —will prove a stimulant to FM set buying. Mr. Hanna said RRN would back its move with "one of the most intensive promotion campaigns FM has ever enjoyed."

The rural network, formed by six FM stations in the upstate region two years ago, has undergone an expansion program the past 18 months under direction of Mr. Hanna. In that time, the number of stations has doubled.

Donald K. de Neuf, assistant general manager of RRN in charge of engineering and station relations, engineered the radio relay project. He had developed and installed the micro-wave link between New York and Boston for Raytheon Mfg. Co.

---

shows. "Interest builders" are being used also, mentioning exchanges of ABC talent on various shows. Local stars include Johnny Desmond, Don McNeill, Beulah Karney, Mary Hartline and Bob Murphy. Plans being made for breaks from Walter Winchell, Bert Parks, Edward Arnold and Jackie Robinson.

WPTZ Display

WPTZ (TV) Philadelphia installed television studio in Convention Hall, Atlantic City, N. J., as feature in equipment and merchandise display exhibited during Philco Corp.'s distributor and dealer convention June 17-22. Studio equipped with cameras, special lights and audio gear. Control room and artists' dressing room also shown. Special closed circuit telecasts were held.

ONE MAN HOOPER
WBIR Reports Service

SOMETHING unusual in radio reports, in which a motorist uses postcards to keep sponsors informed about their programs' reception, has been reported by Jim Pitts, promotion director of WBIR Knoxville, Tenn.

The sender is L. T. Shoemaker, whose public service broadcast, *Mr. Civic Pride*, is heard weekly on WBIR. He calls himself a committee of one for the motorists who receive a certain amount of comfort, companionship and entertainment from radio "as we move from place to place."

Mr. Shoemaker's cards, which he keeps in the glove compartment of his car, contain space for date and time the particular program is heard, name of the program, station it is heard over, location it is heard in, weather, driving conditions and remarks on quality of reception. And he usually concludes with the cheerful message: "May your Hooper increase!"

CANADIAN radio manufacturers are selling more receivers in Canada this year than last. Latest figures, for first four months of 1950, show sales of 199,944 receivers as against 186,662 in the same period last year.

Your recordings deserve RCA quality

dubbings
spots
pressings

RECORDING • PROCESSING
PRESSING

You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description...slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 6-B

120 East 23rd Street
New York 10, New York
MU 9-0500
445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3215
1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the Field!

RCA custom record sales

Radio Corporation of America
RCA Victor Division

Good Old Days

(Continued from page 18)

took our money in the same way . . . in Chinese food. I ate so much Chinese food I was announcing the show in pidgin English. Finally the band, overstuffed with the Chinese chow and understuffed with the Chinese proprietor's money, got another job and left and we discontinued the broadcasts. I was later pleased to hear the band did real well for themselves. You have just possibly heard of them . . . a chap by the name of Kay Kyser is still the leader.

Actually, we never knew where our next program was coming from. Anyone who walked into the radio station was welcome to go on the air, do whatever he liked and stay on as long as he held out. We would put anything or anybody on the air as long as it didn't cost us any money, because of that commodity we had none. I remember one lad who believed himself to be a budding Noel Coward. He had written a mystery play and asked us for time on the air to present it. He was a member of a little theatre group. We said, "Fine . . . go ahead."

Well, after a short rehearsal they took to the air, and it really wasn't too bad, considering what we ourselves were regularly assaulting the ether with. But there was one point in the script that really intrigued me. The plot led up to a murder. The villain and the hero were locked in a death struggle . . . three shots rang out . . . bang . . . bang . . . bang . . . "Help! Help!" yelled our hero, "he's knifed me!"

After the show, I asked the author if he hadn't made an error about the shots. "No," he said, "but I couldn't figure out any way to put the sound effect of a knife on the air, so we fired the shots!" It's no wonder there was a standing joke at the time that went like this: "Will the radio ever replace the newspaper?" I still remember the answer, "Nope, because you can't swat flies with a radio!"

* * *

THE wonderful thing about radio in those days, I guess, was its absolute unpredictability. We had, I'm positive, a corner on all the crackpots in the world. One day a man came into our station and threatened us with a suit. It seems that his farm was located right next to our transmitter and whenever our station took the air he could hear our programs in his head . . . without benefit of receiving set. This really startled us and we were about ready to call for the white coated man with the restraining net when the engineer had an idea. He asked the man if he had had any dental work done lately and the man admitted he had a new bridge inlay.

Well, so help me . . . and you are welcome to a big hunk of skepticism if you like . . . but the man

was not crazy. The combination of a metal inlay, the natural moisture of the mouth and the close proximity of the transmitter had simulated a receiving circuit in this man's mouth. Finally the man went away satisfied when we promised to have more of his favorite programs on the air. In this case, he really got it into his head to listen to us . . . he couldn't help it!

Announcers worked a lot harder in those days, too. Written copy was an unattainable luxury, unless the announcer wrote it himself . . . and I'm honestly afraid some of them were unable to write. Usually you went on the air and talked and talked and talked. Sometimes there were errors . . . some funny . . . some tragic and some painful. Like the chap, a very famous announcer, who had the task of announcing a very important network show. In introducing the speaker of the evening this announcer stepped to the microphone and said, "We present the speaker of the evening . . . I mean Heevert Hoober . . . I mean . . . Herbert Hoover."

* * *

THEN there is the most unpleasant time when I stuck my size 10 foot right squarely into a mess by reading a newscast concerning our late President. This newscast was sponsored by a very staunch, loyal Roosevelt admirer. As a matter of fact, this wasn't too many years ago and the memory is still painfully vivid. This sponsor was one of our best accounts and bought four 15-minute newscasts daily, seven days a week.

I had the task of doing the first newscast of the day for this lad. He always listened to this one at 7:15 a.m. as he was shaving. I got along fine until I came to a dispatch that mentioned the President. I waded into it with my ears flapping and said loud and clear, "So, we have this report from the nation's Cheap Executive" . . . and so on. Well ,it was too late to call it back. It had been said. I really didn't think too much about it as it was only an accidental slip of the tongue. One that could happen to anyone.

But before I had gone 15 words further I noticed smoke coming up from the switchboard in the hall, which I could see through the studio window. The sponsor was really giving the engineer who had answered the phone hell for leather. He talked to me after I got off the air and I never received such a tongue lashing in my life. He was sure I had done it deliberately to cast aspersion on the President. He was also sure that I was at least a Republican if not an anarchist. He ended by saying that we could consider all his programs cancelled as of that moment.

I phoned the manager and after three hours of pouring oil on the troubled waters and another hour of abject apology on my own part, the sponsor very reluctantly said he would continue on the air . . . but only on the understanding that I would not even pollute the air around the studio by my unwelcome and dishonored presence until at least 15 minutes after someone else had done his newscast in the morning.

Yes, it was great experience—early radio. It had just about everything, excitement, laughs, drama, thrills, and the exhilaration of being part of a great new medium of public expression. Yes, it had everything—everything, that is, except money. I may get nostalgic for the "Good Old Days," but twice a month—on the first and the 15th—I think I like it better this way!

GLADYS L. HALL

Joins 'Broadcasting' Staff

GLADYS L. HALL, former secretary to executives at CBS and NAB, joined BROADCASTING-TELECASTING last week as secretary to Sol Taishoff, editor and publisher, succeeding Eleanor Brumbaugh. Mrs. Brumbaugh, who has been in Mr. Taishoff's office for five years, is moving to Lakeland, Fla., where her husband has entered business.

Miss Hall was secretary to Harry C. Butcher, now owner of KIST Santa Barbara, when he was CBS Washington vice president. She served in the same capacity with his successor, Vice President Earl Gammons. She became secretary to A. D. Willard Jr. in 1946 when he was executive vice president of the NAB. When Mr. Willard left NAB last summer to become president-general manager of WGAC Augusta, Ga., Miss Hall joined the Washington firm of Dow, Lohnes & Albertson as secretary to Fred W. Albertson.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

"Fran Warren Sings"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Cites Coverage

EDITOR, BROADCASTING:

The latest issue of your valued trade paper, BROADCASTING-TELECASTING, is well written. The news coverage is more comprehensive and the editorials are objective and reflect clear thinking.

It is my pleasure to enclose subscription renewal check.

Jacob Brenner
Pres.-Gen. Mgr.
Armstrong Daily Sports Inc., New York

* * *

Man Hunt 'Scoop'

EDITOR, BROADCASTING:

Emphatically protest statement June 12 issue regarding WDMJ Marquette "exclusive" of Russell brothers capture. WDBC Escanaba, with coverage of entire upper peninsula and northern lower Michigan, aired first news of capture with on the spot interview with Trooper John Shewshuk, capturing officer, one hour and 45 minutes before any other station and 35 minutes before United Press bulletin announcing capture. Our broadcast done by Newsman Al Laguire by direct telephone hookup from Shingleton at 12:22, less than an hour after actual capture. Had follow-up broadcast again via telephone at 2:00. Believe scoop credit goes to reporter reaching public with news first. Proof available.

John P. Norton
President
WDBC Escanaba, Mich.

[EDITOR's NOTE: Story of WDMJ Marquette, Mich., coverage of man hunt and capture was not intended to minimize job done by other stations in the area. BROADCASTING made no claims for "firsts" or "exclusives" but did quote station manager Raymond G. Ulbrich on his opinion of the job done. Our congratulations to Mr. Norton and his crew at WDBC Escanaba for their energetic coverage.]

* * *

'Radio's Own Voice'

EDITOR, BROADCASTING:

After all these years, I've finally learned the meaning "to damn with faint praise." The half-hearted, embarrassed, mumbled comments of those who have just seen "Lightning That Talks" (and which should have kept its big mouth shut!) explain the phrase perfectly.

Seems as if our industry's "Big Brains" have fallen flat on their faces. . . .

Shortly after the good Judge was installed as NAB president (one of the very few smart moves the "Big Brains of the Inner Circle" have ever made)—and back in the days when Ed Kirby was public relations consultant to the NAB, I timidly suggested that radio, as an advertising medium, should quit feeling sorry for itself—quit reacting, childishly, to the attacks of other media—and start selling itself, to advertisers and listeners, by taking advantage of advertising's most powerful voice—radio's own voice.

The Judge wrote me a note of thanks and assured me the project was one of the first that would be taken up with Ed Kirby. So, what happened? For several years, nothing. Then, "Lightning That Talks," God help us! . . .

Doesn't radio have the finest production and programming brains in the country? Then let's put 'em to work. . . . Let's put the Crosbys and Hopes and Bennys and Godfreys to work, selling the power of radio advertising. If it weren't for radio advertising dollars paying the freight, those "big names" would still be playing the tank towns. . . .

When newspapers, magazines, outdoor, etc., start using radio advertising, to sell their effectiveness, to present and prospective customers, then radio can reciprocate. Until that happens, let's quit being the world's champion umpchays. Let's use ourselves, to sell ourselves.

What say Mitch?

How about it, Judge?

G. F. Bauer
Sales Manager
WINN Louisville

* * *

Stork Busy at KIMA

EDITOR, BROADCASTING:

We think the stork has credited KIMA with some sort of a record. The famous bird paid a triple-header visit to the station the week of May 22, with three staff members turning up as proud papas that week.

Elizabeth Sue Bostic checked in with her parents, Mr. and Mrs. Tom Bostic, at 9:32 p.m. Monday. Her father is director of KIMA operations.

An hour and 40 minutes later, KIMA Engineer and Mrs. Dow Lambert welcomed McKinney Dow Lambert Jr.

And Sunday morning, May 28, at 2:00 a.m., the stork completed his triple play with the birth of Jan Marie Horn to KIMA Engineer and Mrs. Bob Horn.

As result, we're just about ready to set up a candy and cigar concession on the side.

Jane Mogren
Promotion Manager
KIMA Yakima, Wash.

Clarke Coincidence

EDITOR, BROADCASTING:

Now looka here—stop it! What I wonder is, Mr. Anthony, can I sue you?

Congrats and best to fine magazine absorbed (4 & aft) weekly.

Johnny Clarke
10 W. 61st St.
New York

[EDITOR's NOTE: Artist John Ziegler's cartoon in the Feb. 27 TELECASTING (above) was sketched without knowledge of the fact that real-life entertainer Johnny Clarke actually had used his own facsimile in Johnny Jr. (inset).]

* * *

Warns of Censorship

EDITOR, BROADCASTING:

Bill Wheeler's (of WINR Binghamton, N. Y.) cartoon in your OPEN MIKE of May 22 should cause, I hope, considerable thought along the lines I'd like to point out. The cartoon, showing a decrepit stock-type out-building with an assortment of the very latest television aerials affixed thereto, aroused in me three reactions:

1. A very funny cartoon.

2. A symbol of the feverish growth and spread of TV to all type audiences.

3. A tacit, or subconscious, belief that TV programs are intended for outhouse reception. This may seem like a ridiculous assertion at first glance, but judging by the presentations of an alarmingly large number of TV producers it is not so ridiculous at it sounds.

As a frequent viewer, it has appeared to me that many of the things acceptable on the stage, in the night club, at the corner bistro, or even at the local motion picture theatre are not acceptable in the home. And I refer not only to facetious and off-color remarks . . . but also to the selection and presentation of horror and violence.

Such offenders are in the minority, but that minority is much too large. I frankly believe that unless many more TV producers exercise better taste and a certain amount of voluntary censorship, a formal type censorship from without the industry will necessarily be established.

TV is an enthusiastic, lusty, almost unbridled youngster at present. Let's hope he develops mature judgment and control of himself before he becomes a delinquent.

W. James Bastian
District Heights, Md.

BLESSED EVENT

WKBN Move Delayed for Stork

WHEN WKBN Youngstown, Ohio, moved its transmitter from the old location into its new building, the occasion became a special event for the station. Moving was late, however, because of the stork.

The date was set and construction on the building was pointed toward the move. As the day approached, however, it was learned that Jerry Jones, WKBN engineer, was expecting to become a father momentarily.

So, in view of Mr. Jones' nervous condition and the fact that his services in moving were invaluable, it was decided to postpone the move one week. Mrs. Jones obliged with a 7½ pound girl, and the following week the transmitter was moved successfully.

We don't sell *"time"!*

We USE time to increase your sales and profits.

WGRD Grand Rapids, Michigan

BMB PROVES IT! WCKY HAS THE LISTENERS

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Sterling

(Continued from page 16)

TV stations went on the air and encountered tropospheric effects that actual evidence became available, supporting Mr. Allen's theoretical conclusions, he asserted.

When Sen. Tobey continued to charge that Mr. Allen's recommendations were "ignored," Comr. Sterling reiterated his plea of "a dearth" of essential information at the time.

He agreed that failure to adopt Mr. Allen's suggestions would be "regretable" if enough information had been available to permit more affirmative action, but insisted FCC did not have enough valid data "to put your teeth into."

Sen. Tobey was concerned over possible monopoly in TV and asked when there would be an equitable distribution of channels over the country. He noted that consideration of tropospheric effects in the reallocation would reduce the total number of possible VHF stations.

Comr. Sterling relied FCC "does not contemplate taking any stations off the air" and cited the new facilities to be made available in the UHF. He pointed out the interference-free characteristics of the UHF and indicated he was pleased with UHF tests being made at Bridgeport and those which had been made in Washington.

Johnson's Question

To Chairman Johnson's query as as to whether the U. S. was going to have a "two-headed system" in television, Comr. Sterling answered affirmatively and explained the VHF would assure service to rural areas. He doubted if "slave" or satellite stations would work in very small communities, because of economic factors.

Sen. Johnson asked the Commissioner if the VHF allocation really is a just temporary thing until TV "finds its ultimate home" in the UHF. Comr. Sterling replied he had made an exhaustive study of FCC records on this matter and had found nothing to affirm any conclusion that the Commission intends the VHF to be only an interim TV service. He said he didn't know if other Commissioners or the legal and technical staffs of FCC agreed with him, however.

To further questioning on the TV situation, Comr. Sterling said FCC has scheduled a staff meeting July 11 to consider the findings to be filed by participants in the color case by July 10. He indicated that when agreement is reached within FCC on the decision, it could be written within 30 days. He added his guess to those estimating the color decision would be out by September.

Concerning the Bell Telephone Labs. bid for 470-500 mc, part of TV's UHF spectrum (see story page 51), Comr. Sterling testified he felt this proposal required the "most cautious looking into by the Commission" since it would be a unique extension of monopoly powers in telephone communication for the Bell System.

Sen. Johnson said he was glad to learn that he was wrong in believing Comr. Sterling had told a Canadian audience that he thought color television is 20 years away. Comr. Sterling said he made no such prediction and related examples of his particular interest in color TV over the past few years.

Questions Sterling

Sen. McFarland briefly questioned Comr. Sterling on his work load, need for personal staff aid and dependence on Commission staff advice. Comr. Sterling said he does much "homework" on Commission matters and would like to have a personal staff to help him function better as an independent Commissioner. He indicated all Commissioners are quite independent in their thinking although they may receive staff help in various matters. He said they are not influenced by outside "selfish interests," either.

On the NARBA question, Comr. Sterling observed that Cuba appears to have an "insatiable demand for channels" and agreed with Chairman Johnson that NARBA negotiations must include all the countries involved rather than unilateral action.

While declining to crystal-ball the clear channel decision for the committee, Comr. Sterling agreed with Chairman Johnson that the question of "super-power" is more than an engineering consideration and "certainly is" one of public policy.

In the Thursday exchange with Sen. Tobey, Comr. Sterling denied that the original television allocation was an engineering "blunder" and said he thought Sen. Tobey was referring to FM, not TV, when he spoke of the role of K. A. Norton, former FCC engineer now with the Bureau of Standards, in FCC allocations activities.

Mr. Norton has been a prime target of FM Inventor Edwin H. Armstrong, Sen. Tobey, and others opposed to FCC's reallocation of FM from the 50 mc to the present 88-108 mc band. The so-called "Norton curves" were a factor in the reallocation.

Sen. Tobey reiterated charges that FCC sided with Mr. Norton against "leading" experts and that Mr. Norton admitted he had erred "after it was too late," but Comr. Sterling insisted that FCC's FM decision came after Mr. Norton had "corrected" his calculations.

It was at this point that Sen. Tobey promised to bring out "something that doesn't smell good." He said the odorous evidence would show FCC records had been "changed" to "flim-flam the public" and that the chairman and counsel of FCC had admitted in his office that the records had been changed.

His reference apparently was to charges made by Prof. Armstrong, in House committee hearings in 1948, that a secret allocations report in 1945 recognized a basic error by Mr. Norton while the public report denied any error.

In 1948 Hearing

Comr. Sterling represented FCC in the 1948 hearing and relayed at that time a statement by Chairman Wayne Coy asserting that he found "difference of opinion and judgment on the technical matters involved, but [no] evidence of dishonesty."

Chairman Coy's statement had been submitted to Sen. Tobey, accompanied by a memorandum from FCC General Counsel Benedict P. Cottone asserting that "we have found no evidence that the transcript of testimony, the exhibits, or any other data or records upon which the Commission's reports were based have in any way been tampered with or altered" [BROADCASTING, April 5, 1948].

Sen. Lester C. Hunt (D-Wyo.), forced to leave the hearing early to attend another meeting, said on departure that he thought Comr. Sterling was "exceptionally well qualified."

Sen. Hunt had asked two questions: (1) Why had FCC not acted upon KFBC Cheyenne's application for increased power, on which he had testified more than two years ago, and (2) why would FCC not permit Rocky Mountain stations to use Eastern clear channels which, he felt, could be used in the Rockies without interference?

Comr. Sterling promised to comply with Sen. Hunt's suggestion that he make a written report on the status of the KFBC application. The other question involved the clear-channel case and he thought FCC would act affirmatively before the year is out.

Comr. Sterling, who will be 56 on Wednesday, assumed office as a Commissioner on Jan. 2, 1948, when he was advanced from chief engineer upon the resignation of Comr. E. K. Jett. He has been in federal service since 1923, having served with both the FCC and its predecessor Federal Radio Commission, and, earlier, in the radio regulatory activities of the Dept. of Commerce.

Committee members participating in the hearing included Chairman Johnson; Chairman E. W. McFarland (D-Ariz.) of the radio subcommittee; and Sens. Francis J. Myers (D-Pa.), Hunt, Tobey, Brewster, Homer E. Capehart (R-Ind.), and John W. Bricker (R-Ohio).

Milestones

► The Women's Advertising Club of Washington celebrated its seventh anniversary with a birthday party and annual meeting last Wednesday evening on the Washington Hotel roof garden. Election of officers and annual reports followed the buffet supper.

► WPIX (TV) New York marked its second birthday last Thursday. Station, which has been on the air since June 1948, is New York's only independent TV station. It received the Alfred I. du Pont award for public service in news coverage last January. On the second anniversary, Mayor William O'Dwyer of New York began his series of half-hour public service programs. G. Bennett Larson is vice president and general manager of the New York *Daily News* station.

► Special program over WAVE Louisville hailed the 10th anniversary this month of sponsorship of Clayton McMichen and his Georgia Wildcats by The Howell Furniture Co., that city. Howell, by advertising exclusively on the station, expanded from a side-street location to three prominently situated stores. Employes increased from the original four to some 80. Firm sponsors 1¼ hours daily on WAVE and a 30-minute TV show on WAVE-TV.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

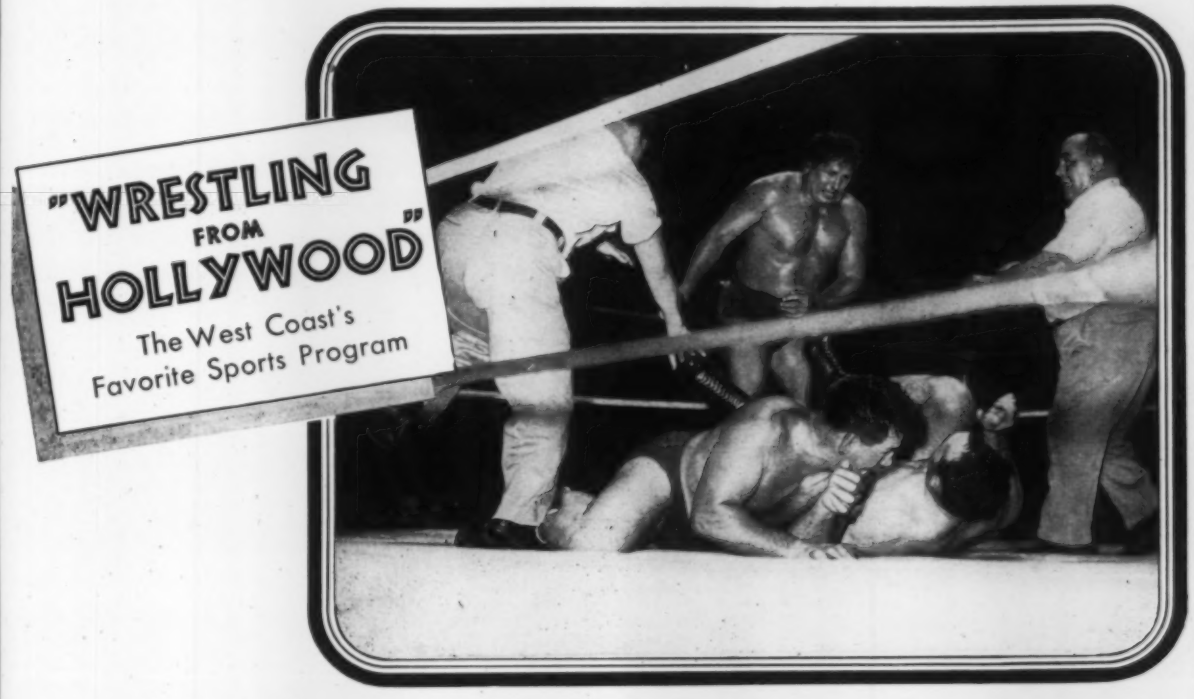
XUM

JUNE 19, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



One of *Paramount's* TRANSCRIBED SHOWS: 50- to 70-minute matches, once a week. Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in bone-crushing action and Gargantuan hilarity from leading Los Angeles arenas with commentary by movie veteran Dick Lane (just voted "King of Hollywood TV" by West Coast televiewers). Film-recorded as telecast over KTLA; open-ended for commercials. Syndicated throughout U. S. . . . **with some good markets still open.**

RATINGS: April-May Hooper for Los Angeles—38.8 Telerating, semi-final period. Top Pulse ratings for May: 14.5 Chicago; 32.5 Cleveland; 21.0 Cincinnati; 12.5 Washington; 20.0 Philadelphia. No ratings available in other markets where program is telecast regularly. Ranked among "Top 10 Most Popular Shows on West Coast" throughout 1949, frequently placing in "Top 3."

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Paramount Television Productions Inc

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Offices • 1501 Broadway, New York 18 • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

What's New in Television? **Take a Look at WPTZ!**

Charm . . . leads them to the cash register!

A FEW WEEKS AGO when WPTZ took the plunge into afternoon programming, the "Charm Clinic" was scheduled as the Friday edition of our 3:00 P.M. home economics strip.

Featuring Miss Doris Hackett, Philadelphia's Dean of Charm, and an outstanding panel of guest experts such as Frances Burke Kenney, former Miss America, Suzanne Finneran, international model and Joseph of Vincent & Joseph, hair stylists—the program was an immediate success with the distaff side of the Philadelphia television audience.

As you might expect, the "Charm Clinic" was picked up for sponsorship in short order by Oppenheim Collins & Company, one of Philadelphia's smartest specialty stores. And the program is charming customers right up to the cash register!

Like all the other programs in WPTZ's highly successful afternoon schedule, the "Charm Clinic" was designed to render a real service to women and thus develop a "commercially interesting" afternoon audience. That WPTZ has been successful in achieving such an audience, is borne out by such advertisers as these, all of whom are buying *afternoon programs* on WPTZ:

RCA-Victor • Philadelphia Gas Works
Gimbel Brothers • Sealtest Corporation
Oppenheim Collins & Company
Philadelphia Electric Company
Sylvan Seal Milk Co.

If you have a product which is purchased by housewives —and what isn't?—and want to reach the half-million television homes in the Philadelphia area, drop us a line or see your NBC Spot Sales representative for program and spot availabilities.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | JUNE 19, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

TV-SPORTS SPLIT

L. A. Chamber Urges Unity

THREE-WAY effort by sports management, television interests and the general public was advocated by the Los Angeles Chamber of Commerce today (Monday) to repair existing or threatened sports-video splits and to create both increased box-office support and expanded sports telecasting.

A three-month study of sports-television problems indicates (1) evidence that TV in certain but not all cases can justifiably be accused of cutting attendance and (2) beneficial powers of video have not been fully utilized, according to Richard W. Millar, chairman of the Chamber's TV committee. He announced a Sports-Television Council is to be formed to tackle the critical problem in Southern California.

Its job will be "to foster understanding of common problems, analyze successes or failures and seek workable telecasting formulas for various types of sports events," he said.

Results of the Chamber's sports-TV investigation, handled by a special sports-TV-public subcommittee headed by Arthur F. Kelly, vice president of Western Airlines, were contained in a report which summarized facts and opinions presented to the group by top ranking Los Angeles sports and video executives.

The summary, *Television's Effect on Sports—and What to Do About It*, was compiled by a layman board of public relations and fact-finding men not associated with sports or TV.

Besides calling for closer sports-TV collaboration, the report urged video set owners to attend their favorite sports events whenever possible.

Cooperation Necessary

Adopting the premise that mutually sound and satisfactory operating conditions for both sports and television will benefit the community by creating employment, increasing commerce, promoting team and competitive spirit, combatting juvenile delinquency and providing wholesome entertainment, the study concluded that:

"Neither sports nor TV interests nor the public single-handedly can keep sports on television. . . . Three-way cooperation is a 'must.'"

Warning sports organizations against banning TV, the report suggests promoters might better exploit the medium's promotional qualities in building attendance. At the same time, it called upon TV station executives and sponsors to cooperate with promoters to the limit in spurring "in person" attendance and building public understanding of sports-TV problems.

Among other suggestions to sports interests were:

1. Seek to correct other factors—besides TV—crimping attendance.
2. Use TV to educate new fans, promote coming games, acquaint fans with players, inform about ticket availability, etc.
3. Understand TV's strong novelty grip on new set owners, who in surveys have been found to go to fewer games when sets are new but more games when sets have been in the home from one to two years.
4. Regard TV as a selling, demonstration and showmanship medium rather than purely as a communications instrument. Use it to sell admissions.
5. Recognize that TV's advent has brought new competition for the public's recreation dollars and entertainment hours.
6. Realize that TV requires special promotional know-how.
7. Carefully investigate all angles of such ideas as proposed pay-as-you-see TV, postgame motion pictures, etc., keeping in mind need for immediate and sure revenue.

Suggestions for TV

Suggestions to TV interests included:

1. Respect the public service aspects of sports programming ahead of commercial opportunities.
2. Offer all possible extra TV boosts for telecast games, through special programs, professional counsel, fan clubs, etc.
3. Play up the all-around advantages of TV ownership, toning down emphasis on "see-the-game-at-home" advertising.
4. Develop inter-station cooperation to help sports promoters.

The report also includes results of a Los Angeles survey conducted for Walter McCreery Co. by Facts Consolidated at the Southern California-UCLA game Nov. 19, 1949. The survey showed 22% of 805 ticket-holders owned TV sets, higher than the county average. Among 23% who admitted attending fewer games that season only 12% blamed TV, with 31% mentioning "less leisure time," 23% "too expensive" and 17% "out of town more."

Board compiling report included Charles L. Bigelow, Facts Consolidated; Robert Speers, president, Executive Research; H. H. Roberts, director of public relations, Standard Oil Co.; Bert D. Lynn, director of advertising and publicity, Western Air Lines; John McCarty, The Rule Co.; M. B. (Mickey) Finn, Los Angeles Police Dept., and Mickey Finn Youth Clubs.

GRID TV

Wins Pacific Coast Okay; Opposition Elswhere

ACTION last week by the Pacific Coast Conference in opening its gates to television overshadowed other news of anti-TV bans set by footballers in the past fortnight.

At its annual summer session held in Victoria, B. C., the conference agreed on a policy to permit live telecasting of 1950 conference football games and scheduled a meeting of its athletic directors for July 2 in San Francisco when details will be worked out.

The policy decision affects five schools in Los Angeles, the San Francisco Bay area and Seattle. All conference games in these areas must be telecast. Other conference schools share in profits from games telecast, the agreement pointed out.

Reservations Outlined

Reservations are: If agreement can not be reached on the telecast of one conference game, telecasting is out for the entire schedule and TV sponsors must "guarantee" a gate. Schools competing will estimate the minimum attendance and the telecaster must assure an equivalent return, it was understood.

Meanwhile, other groups in the country saw the TV picture in a different light.

The action of the Southwest Conference against live telecasts of its football games [TELECASTING, June 5] has been followed by at least one letter questioning the manner in which faculty representatives handle conference athletic business, according to the Fort Worth *Star-Telegram*, owner of WBAP-AM-FM-TV Fort Worth.

Written by a board member of one of the conference's member schools, the letter points out that the (faculty) committee is set up as:

> The sole governing body of the Southwest Conference and yet it refuses to permit any witness or argument before it other than another faculty member. If the committee is composed of uninstructed members and acts as an independent governing body, then I think it should set up procedures whereby cases may be heard in full and from any source desiring to state a complaint or be heard as a defendant on any ruling.

The Rocky Mountain sector's Skyline Conference voted in Salt Lake City June 12 to prohibit live telecasting of football and baseball games, according to Commissioner E. L. (Dick) Ronney. Comr. Ronney said the ban was similar to that imposed by the National Collegiate Athletic Assn. and the Big Ten Conference. Games, he explained, may be filmed and telecast the next day.

AWARD TO GROSS

Cited for Hanley TV Spots

NATIONAL Advertising Agency Network's premier awards for television commercials and the 1950 award of excellence for point-of-sale material have been presented jointly to the James Hanley Brewing Co. of Providence, R. I., and the Julian Gross Advertising Agency of Hartford, Conn.

The award cited the Gross agency for its new advertising and marketing campaign created and conducted for the brewing firm. The Gross material competed for honors with more than 275 entries. The TV commercials were created by the Gross agency and produced by Bay State Film Productions Inc., Springfield, Mass.

Hearing Delayed

FURTHER hearing in FCC's investigation to determine whether or not to give Western Union authority to interconnect its intercity TV relay facilities with those of American Telephone and Telegraph Co. was postponed by the Commission last week from June 15 to June 20 [TELECASTING, June 12]. FCC indicated WU requires more time to prepare its rebuttal.

XUM

Telefile:

WBZ-TV

Boston's First TV Outlet Reaches Maturity in Two Years

BOSTON is a city of complex personality.

As the traditional hub in American history, it is steeped in the environment of 17th-18th Century Yankee Boston. As the financial capital of a mighty industrial area, it has welcomed the quickening beat of 20th Century progress.

On May 29, 1948, at 5:41 p.m., Boston and its metropolitan area of 2½ million people were given their first glimpse of television when WBZ-TV, first commercial sight and sound station in New England, went on the air with test patterns.

On June 9, official dedication ceremonies were held at WBZ's newly-constructed Radio and Television Center.

In the two years since then, the station has reached maturity in over-all performance. Financially speaking, too, WBZ-TV has come of age. Within a year and a half, in October of 1949, it first began to ease into modest monthly black figures.

From its Westinghouse radio parentage, the video station has inherited a rich past of its own to parallel that of the community. It can look to its own AM station, WBZ (then Springfield, Mass.), as the second station in the country to offer regularly scheduled programs.

It inherits a pioneering tradition, too, from men such as Walter Evans, president of Westinghouse Radio Stations Inc. and vice president of Westinghouse Electric Corp., from Walter Benoit, WRS vice president, and J. B. (Steve) Conley, WRS manager.

WBZ-TV, as the sole Westinghouse video outlet, has received much personal direction from this trio and has reaped from the wisdom of their long experience. More than a century of service to Westinghouse is combined in the careers of these men and the station's own top executives, headed by W. C. (Bill) Swartley.

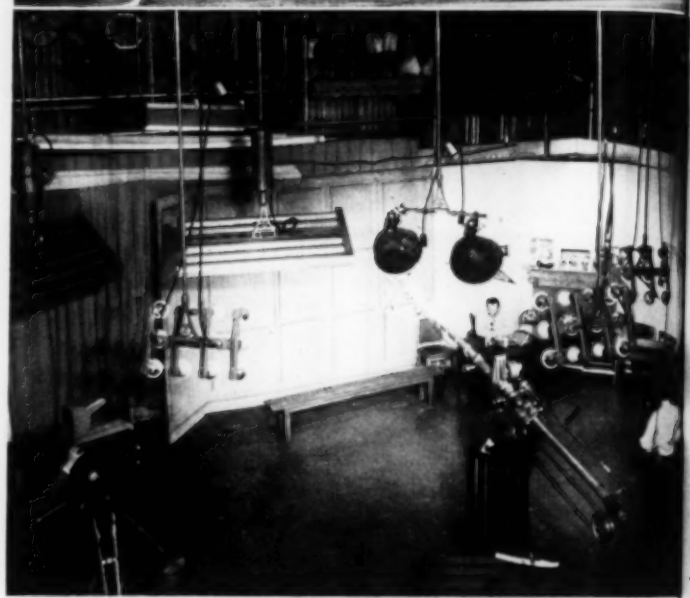
* * *

MR. Swartley, manager of WBZA Springfield and short wave station WBOS, as well as WBZ-AM-FM-TV, has been with the company since his graduation from Cornell U. After serving as staff assistant in the office of vice president and then administrative assistant in the office of president of Westinghouse Electric Corp., he joined WOWO and WGL, both Fort Wayne, Ind., as manager in 1938, going to the Boston stations in the same capacity in 1940.

W. Gordon Swan, program manager, has been with the Boston and Springfield stations for 25 years. Other veterans are W. H. Hauser, chief engineer, and S. Herbert Masse, sales manager.

Only the program and engineering departments have been separated from the AM operation thus far. Iran Berlow, former New York radio, theatrical and agency TV producer, is TV program supervisor under Mr. Swan. Sidney V. Stadig, recruited from the WBZ technical staff, is TV technical supervisor under Mr. Hauser.

* * *



MODERN Radio and Television Center houses all WBZ-AM-FM-TV studios and offices as well as video and FM transmitting facilities.
TOP PHOTO: Exterior view of the Center, which is located on Soldiers Field Road four miles from downtown Boston.
BOTTOM PHOTO: WBZ-TV's "T" studio, measuring 45 x 50 x 25 ft., accommodates seven sets and has a peripheral catwalk.

* * *

THE WBZ-TV management has placed much emphasis on local shows, using local personalities, and thus has increased its identification with the community.

Now on the air an average of 72 hours a week, 15 hours are devoted to 43 live, local, studio productions.

Network time is 4¼ hours sus-

(Continued on Telecasting p. 10)

W. C. Swartley
Manager

W. H. Hauser
Chief Engr.

C. Herbert Masse
Sales Manager

W. Gordon Swan
Program Mgr.

Walter Evans
Pres., WRS

470-500 MC CASE

Hearing Recessed to Fall

PRINCIPAL case of telecasters against proposed common-carrier use of the 470-500 mc band—at the lower end of TV's UHF spectrum—is to be presented this fall with completion of FCC's overall TV reallocation proceeding, the Commission ruled last week.

TV spokesmen, who asked for delay in the presentation of their chief evidence because of its interrelation with other factors in the general TV hearing, have contended the full 470-890-mc band is needed to meet minimum requirements for a fully national, competitive TV system.

Recessing the 470-500-mc hearing last Wednesday until autumn, Comr. Paul A. Walker, presiding officer, also ruled the further television testimony will be subject to usual cross examination at that time. Common carrier interests will be allowed to submit relevant rebuttal evidence, too.

Part of UHF Hearing

Last week's one-day session was part of the hearing begun a fort night ago on the Bell Telephone Labs petition to sever 470-500 mc from the Commission's proposed allocation to UHF television and designate it for a multi-channel, broadband mobile radio common carrier system now under development [TELECASTING, June 5, 12]. FCC has taken no position in the matter other than to designate the hearing to obtain pros and cons.

Dr. Thomas T. Goldsmith, Allen B. DuMont research director, who testified June 9 that television's use of the 470-500-mc band would serve greater public interest than limited common carrier use, returned to the stand Wednesday for cross examination. He told the Commission that UHF television is on the verge of quantity production with tubes available to provide powers up to 5 kw all through the UHF band.

On the other hand, Dr. Goldsmith said, the Bell System technical presentation on its proposed 105 channel multiplex system is insufficient to determine whether such a system can be accomplished at the present time. Citing the many UHF propagation studies by DuMont and others as indication that the common carrier service can be developed in another part of the upper spectrum, Dr. Goldsmith said he could not be specific as to where this might be, but 3500 mc was one area mentioned.

Could Use 88-108 mc Band

Asked by DuMont counsel W. A. Roberts if a mobile service could make good use of 88-108 mc (FM's band), Dr. Goldsmith agreed it could.

John G. Preston, chief allocations engineer for ABC, appearing for the engineering committee of Television Broadcasters Assn., contended the competitive situation in television must be maintained. The need for sufficient channels has been shown in AM experience, he said.

TBA's sample allocation study in the East will be ready by next fall's session, Mr. Preston indicated, when other details on commercial utilization of the UHF by television are available. He explained that to assure competition a minimum of four channels will have to be assigned each major metropolitan area and no mixture of UHF and VHF channels should be allowed unless absolutely necessary.

F. J. Bingley, in charge of television research for Philco Corp., cited TV's rapid growth, wide public interest and demand as reasons for not giving up the 470-500 mc band. He said the five channels contained in this band are those immediately usable in the UHF. He explained these five channels are in that portion of the band where experimentation has been going on and where equipment and sufficient power are available now.

Service Covered

Mr. Bingley observed that with these five channels, representing 10% of the UHF TV proposal, service could be made available to 50% of the U.S. He estimated three to four years may be required to get a broadband telephony system into operation in one area while during the same time technical advances may be made which could accommodate the service elsewhere, thus retaining TV's allocation.

George W. Gilman, director of transmission engineering for Bell Labs, returned to the stand to present an exhibit giving further technical details on the Bell proposal. He refuted contentions the mobile service could be developed with equal effort and success in the higher frequencies at the present time and cited several technical considerations involved.

E. W. Chapin, chief of FCC's Laboratory Division, introduced a new exhibit summarizing experimentation and findings by the Commission on intermodulation effects in a TV receiver operating on 500 mc. The report showed that when two or more undesired signals are operating on frequencies near the vicinity of the channel being received, these signals can act together to cause intreference within the desired channel.

In addition to Comr. Walker, Wednesday's session was attended by Comrs. E. M. Webster and Rosel H. Hyde. FCC counsel was Arthur A. Gladstone. Other attorneys participating included Thad H. Brown for TBA; Henry Weaver, Philco, and John H. Gepson, Bell Labs.

Omar L. Crook, counsel for Mutual Telephone Co. of Hawaii indicated he would petition FCC to allow immediate use of 470-500 mc for inter-island and other common carrier uses in that area since present VHF channels will more than supply Hawaii's TV needs.

HAZELTINE COLOR

Uses 'Dot-Sequential'

WHAT was claimed to be an improved system color television, based on the "dot-sequential" system proposed to the FCC by RCA and adding a "constant luminance sampling" method developed by engineers of Hazeltine Electronics Corp., was shown to newsmen in a demonstration held Wednesday at the Hazeltine plant in Little Neck, L. I.

The system had previously been demonstrated to the FCC, the Condon Committee (advisory body to the Senate Committee on Interstate Commerce), the Hazeltine licensees (about 130 companies, chiefly set manufacturers) and to the participants in the color hearings before the Commission.

Hazeltine's purpose in submitting its developments to the FCC is to see that they are included in the color standards to be set by the Commission, or at least that these standards do not preclude the use of the constant luminance sampling technique, according to Charles J. Hirsch, chief of the Hazeltine engineering research division, who conducted the demonstration.

Using three photographs and the RMA test chart as subject matter, the Hazeltine engineers compared TV color pictures transmitted by the line-sequential and dot-sequential (both alone and with the addition of constant luminance) methods with monochrome pictures and with an "ideal" color system giving each color the full 4 mc channel now assigned black-and-white TV stations and therefore requiring a band width of 12 mc for full color transmission. Mr. Hirsch explained that Hazeltine adopted the dot sequential system in order to maintain compatibility and permit present owners of black-and-white receivers to receive color telecasts in monochrome without any change in their sets.

Fluctuations Change

Mr. Hirsch said that the Hazeltine "improvements" in the dot-sequential system as demonstrated by RCA stem from the "well-established optical principle that the eye sees detail through brightness, not through color." The Hazeltine system, he said, "reduces the beat note interference by changing the fluctuations in brightness to fluctuations in color, without any fluctuation in brightness."

Use of the constant luminance system also reduces the shimmer in broad color areas and the crawl in fine picture detail, he noted.

Mr. Hirsch explained that the Hazeltine process involves weighting the color intensity so that three colors appear of equal brilliance to the eye, allotting 60% of the total brightness to the red signal, 33% to the green and 7% to the blue, instead of dividing the brilliance equally among the three.

Quality Color Seen

A. V. Loughren, Hazeltine vice president in charge of research, said that although none of the color systems proposed to the FCC provides pictures of as good quality as today's black-and-white pictures, his company's investigations indicate that color TV can be put in the present black-and-white channels with "substantially as good quality in all respects as we presently obtain in monochrome."

Noting that more development work is needed, particularly in field testing, Mr. Loughren said that "the fundamentals of the dot-sequential system proposed by RCA, offer at this time the most attractive approach to a solution of the problem."

Hazeltine is keeping its licensees informed of its work in color, and by the time standards have been set, it will have complete circuit diagrams in the licensees' hands so that they may begin the production of color receivers with a minimum of delay, company executives said.

ACME 'HOT SPOT'

Offers Newsphoto Spots

EFFORT to give television spot commercials a more attractive appeal to viewers is reported by Acme Telectronix with its announcement of a new "Hot Spot" service. The new Acme spot programs are available every hour on the hour in any Acme bureau city (the NEA Service Inc. division operates bureaus in 17 major cities), according to Meade Monroe, Acme Telectronix business manager in Cleveland.

The spot shows are made up locally in the bureaus, complete with commercial and are delivered to the station ready to go on the air. Spots combine news pictures and sponsor's message in package form. Each announcement contains last-minute newspictures and is tailored with sponsor's advertisement for any time segment between 20 and 60 seconds. One-minute spot contains about 25 seconds commercial plus five news pictures; 20-second has eight seconds commercial, two or three pictures. Spots are being offered to stations, advertising agencies and sponsors.

RENEWAL contract for 52 weeks of *Chevrolet Newsreel* and *Chevrolet Western* over WRGB (TV) Schenectady, N. Y., is set by Joseph Harriden (seated), president of Tri-State Advertisers and owner of Mohawk Chevrolet. Standing are (l to r) R. B. Hanna, WGY-WGFM (FM)-WRGB stations manager; George Hunt, vice president of Mohawk Chevrolet, and E. P. Weil, supervisor of sales for WGY WRGB. Tri-State Advertisers represent 29 Chevrolet dealers in WRBG service area.

POSTER used to promote *The World of Yesterday*, 15-minute, once-a-week film seen on WNBK (TV) Cleveland and sponsored by Hudson automobile dealers in Cleveland-Akron area, is inspected by (l to r) A. S. Nelson, TV director, Fuller & Smith & Ross Inc.; Robert Miller, NBC sales, and Harry O'Grady, Fuller & Smith & Ross. The show opens with an animated film showing the 1950 Hudson and then goes into the documentary, covering important history-making events dating as far back as the San Francisco fire of 1906. Program and promotion were planned and executed by Fuller & Smith & Ross.

PLANS to sponsor audience participation show *Everybody's Doing It* on KPIX (TV) San Francisco are made by Carl Schuster (seated), pres., Acme Breweries. Standing (l to r): Sherwood Anderson, George Richardson, Foote, Cone & Belding; Eliot Stautenburgh, Acme prom. mgr.; Lou Simon, KPIX coml. mgr.; Ben Alexander, show's star.

CONTRACT for purchase of *Cisco Kid* television series, scheduled to start on NBC's WNBW Washington in the fall, is completed by WNBW General Manager William R. McAndrew (seated). With him are Bud Rifkin (l) of Ziv, packager of the series, and Charles de Lozier, WNBW sales manager.

BOX OFFICE TV

Skiatron Proposal Filed, Rivals Phonevision

SECOND pay-as-you-see television system—a competitor to Zenith's Phonevision technique—was disclosed to FCC last Tuesday by Arthur Levey, president of Skiatron Corp., New York.

Indicating Skiatron's "Subscriber-Vision" method "will dissipate the menace of monopoly by Zenith's Phonevision, which has doubtless been a source of concern to the Commission," Mr. Levey told FCC a pilot receiver would be ready for demonstration sometime this fall. He said Skiatron also would request FCC for "the same experimental public test privilege in New York City as Zenith has obtained in Chicago."

Chief feature of Subscriber-Vision, it was explained, is that all picture elements can be broadcast over the air "without the necessity for any intervening telephone connections." A special key inserted in the receiver supplies the code to unscramble the picture, Skiatron explained. The key would be replaced periodically. Zenith's Phonevision technique requires a telephone line to supply a signal which unscrambles the telecast picture.

Meanwhile, on Thursday the Skiatron development drew from Commdr. Eugene F. McDonald Jr., Zenith president, the comment, "We are glad to see that others have recognized the need of a box office for home television to provide programs which are too costly for advertising sponsorship.

Commdr. McDonald explained Zenith has experimented with various types of TV decoders for 19 years and observed a subscriber to a system such as Skiatron's is "limited either to a subscription system, in which he pays a fixed charge for available programs, or to special shows for which he gets the key in advance."

Services Compared

The Zenith president said he believes Phonevision, as a wire-service "already available in the average home," has more flexibility in selection of programming and charges only for shows which the viewer orders from the telephone operator. Regarding Skiatron's method, Commdr. McDonald said that "if the subscriber were compelled to secure his key for special programs in advance, then he would have to decide several days ahead of time what TV programs he was going to watch."

The Zenith executive indicated it would be unfair to entertainment producers and the public "if every subscriber were charged the same fee . . . since a $5,000,000 motion picture or an opening night at grand opera certainly warrants a higher admission price than run-of-the-mill theatrical entertainment."

Skiatron indicated its Subscriber-Vision is based on U. S. Patent 2,251,525, issued Aug. 5, 1941 under the title "secret television system" and with Adolf Heinrich Rosenthal of London listed as inventor.

Mr. Levey wrote to the Commission that "in view of FCC's recently expressed attitude on Zenith Corp.'s premature exploitation of Phonevision [TELECASTING, June 5], you may be pleased to hear that we are proceeding energetically on a pilot model of our Subscriber-Vision system." He continued, "We believe Skiatron Corp. owns the only practical, patented system for providing a special TV service to paying subscribers."

He explained Subscriber-Vision "does not depend on telephone lines or cable and therefore requires fewer electronic circuits. As a result, this system is much simpler and more economical than any method which proposes to use telephone wires." Mr. Levey noted that Zenith previously told FCC "it would prefer to deliver the entire television signal over the air, without the necessity for utilization of the telephone plant, if it could devise a feasible method of employing 'pay-as-you-see' television in this manner. . . ."

Will Offer Licensing

The Skiatron president told the Commission his firm "will of course offer other manufacturers in the TV industry licensing arrangements at a reasonable royalty in accordance with the terms of the consent decree under which Paramount Pictures Inc. and General Precision Equipment Corp. (20th Century-Fox) were divested of their interests in our patents precisely because the Government charged them with suppression and refusal to permit broad licensing of these unique devices."

Mr. Levey noted that Commdr. McDonald stated Zenith's only purpose in asking manufacturers to include Phonevision decoder outlets in new receivers was that otherwise "it would cost the public millions of additional dollars to have their sets accommodated to Phonevision." Skiatron president commented that Subscriber-Vision "will entail merely the replacement of a simple inexpensive receiving tube (for synchronization) in the millions of TV sets already in use."

Los Angeles TV Month

IN RECOGNITION of what is termed the "fastest growing industry in this area," Mayor Fletcher Bowron of Los Angeles proclaimed the period from June 15-July 15 as "Television Month" in the Los Angeles area. Event is sponsored by the Electric League, television trade association.

TV IS CHALLENGE TO BANKS

Re-examine Radio–Barry

TELEVISION will offer a challenge to non-radio advertisers among banking institutions as well as to traditional users of the medium, and many firms in TV areas are getting into the new medium sooner than they did in radio broadcasting's early days.

That conviction was expressed Thursday by John J. Barry, vice president of National Shawmut Bank, Boston, Mass., at the golden anniversary convention of the American Institute of Banking in Minneapolis.

Addressing a Business Development and Advertising Conference at the Radisson Hotel, Mr. Barry called on banks which put all or part of their advertising funds into radio to "act now to prevent liquidation of that investment." Stressing need for an analysis of the advertising picture as a whole and of television and radio taken together, he asserted:

"Any advertiser in radio, whether he contemplates using television or not, has got to face up to the challenge . . . whether he likes it or not. A re-examination of any radio schedule right now is a matter of self-preservation."

Mr. Barry said he could not agree that TV offers no such challenge to non-radio users and cited TV's revolutionary effect on everyday living habits, including newspaper reading, movie attendance, etc.

The pattern thus far suggests that banks are accepting this challenge and "are not going to wait as they did in radio," he said, pointing out that in nearly every TV market, banks are "either in or heading in"—an early participation "contrary to the pattern" of bank radio advertising.

Mr. Barry pointed out that while "85 million standard radio sets as opposed to 5 million TV sets in America is a potent argument to present to network advertisers," the ratio of radio to TV receivers in Boston is only 2 to 1.

"As a radio advertiser, I would have lost half my audience in two years, provided that I was dependent upon standard radio to carry my message . . . I am in television; and instead of losing my audience, I have increased it," he explained.

Mr. Barry predicted that radio will supplement TV, rather than vice versa, and that it will develop less expensive, more locally-originated programs for advertisers seeking to reach "remnants of the present radio audience."

INSTALLATION of RCA Victor sets on Airline Bus Co.'s Los Angeles to San Francisco "Short Line" runs marks inauguration of transit TV in California. Gladys Hoffman, of San Francisco, adjusts set prior to the bus line's first TV trip. Line reported receiving programs up to 75 miles from point of origination on the initial run.

TV POTENTIAL

Atlanta Admen Hear Swezey

CONTINUED large scale transfer of successful radio formats to television will restrict video's real potential, Robert D. Swezey, general manager, WDSU-AM-FM-TV New Orleans, told a luncheon meeting of Emory U.'s first annual advertising institute in Atlanta a fortnight ago.

Mr. Swezey declared that there are thousands of new TV techniques and effects waiting to be discovered and perfected. "Let's not be afraid to explore them . . . and let's not be too easily satisfied with the results," he said.

Many an advertising man, he said, has thrown to the winds his "cool, logical reasoning which has stood him well in other media," because of the wealth of TV success stories. While the stories are valid, Mr. Swezey continued, they must not "stampede" the advertiser to enter the field without first judging what type of program he wishes to sponsor in what kind of market.

It is important for advertisers who "belong in television," he said, to enter the medium on a "sound basis." Mr. Swezey qualified his terms to mean that each advertiser should take advantage of qualities peculiar to TV in order to promote and sell his product economically, and find out just how most effectively he can use this medium (size of budget and type of product).

"Then adopt a format that will not be subject to change from day to day or week to week," he said.

R&R TV MONEY

$3 Million Budget Set For Fall Spending

WITH an estimated $3,010,000 of new television money being readied for fall spending the New York Ruthrauff & Ryan radio and television department is embarked on a production thrust that promises to raise that agency to among the big 10 in video outlay next season.

Accounts expected to be included in the new schedule, TELECASTING learned, are American Safety Razor, Heed Deodorant, Chrysler Corp. (Dodge) and possibly Lever Bros.

Split Sponsorship Set

As part of the new R&R campaign, American Safety Razor and Heed Deodorant will share sponsorship of a half-hour TV show called *The Sugar Bowl* featuring Chico Marx. Although the network has not been definitely decided upon, it was understood that ABC, Sunday nights, probably will be the choice.

Dodge, it was understood, will sponsor an hour-long TV dramatic show, featuring ANTA (American National Theatre & Academy) stars. The program will be telecast either once a week or semi-monthly. Negotiations are now underway and decision should be forthcoming next week. Network is still undetermined.

Lever Bros., too, is expected to make its agency reassignment sometime this week. It was understood that R&R may service one of the half-hour TV shows on CBS.

AMA AWARDS

Dr. Coffin Is Cited

AT THE FIFTH annual awards luncheon of the New York Chapter of the American Marketing Assn., Dr. Thomas E. Coffin, NBC television program research director, last Thursday received one of four awards for the Hofstra College-NBC study on the sales effectiveness of television advertising [TELECASTING, May 8].

Other recipients of awards were Dr. Sydney Roslow of *The Pulse* and Claire Himmel, WNEW New York director of research, for their combined efforts in preparing a study of "Out of Home Listening Habits."

American Marketing Assn. presents awards annually for major accomplishments in marketing.

GLOBAL TV

Mundt Proposes Study Group

LEGISLATION to create a "Hoover-type" bipartisan commission to study and recommend specific activities in foreign countries, including the utilization of television, was proposed last Thursday by Sen. Karl Mundt (R-S. D.).

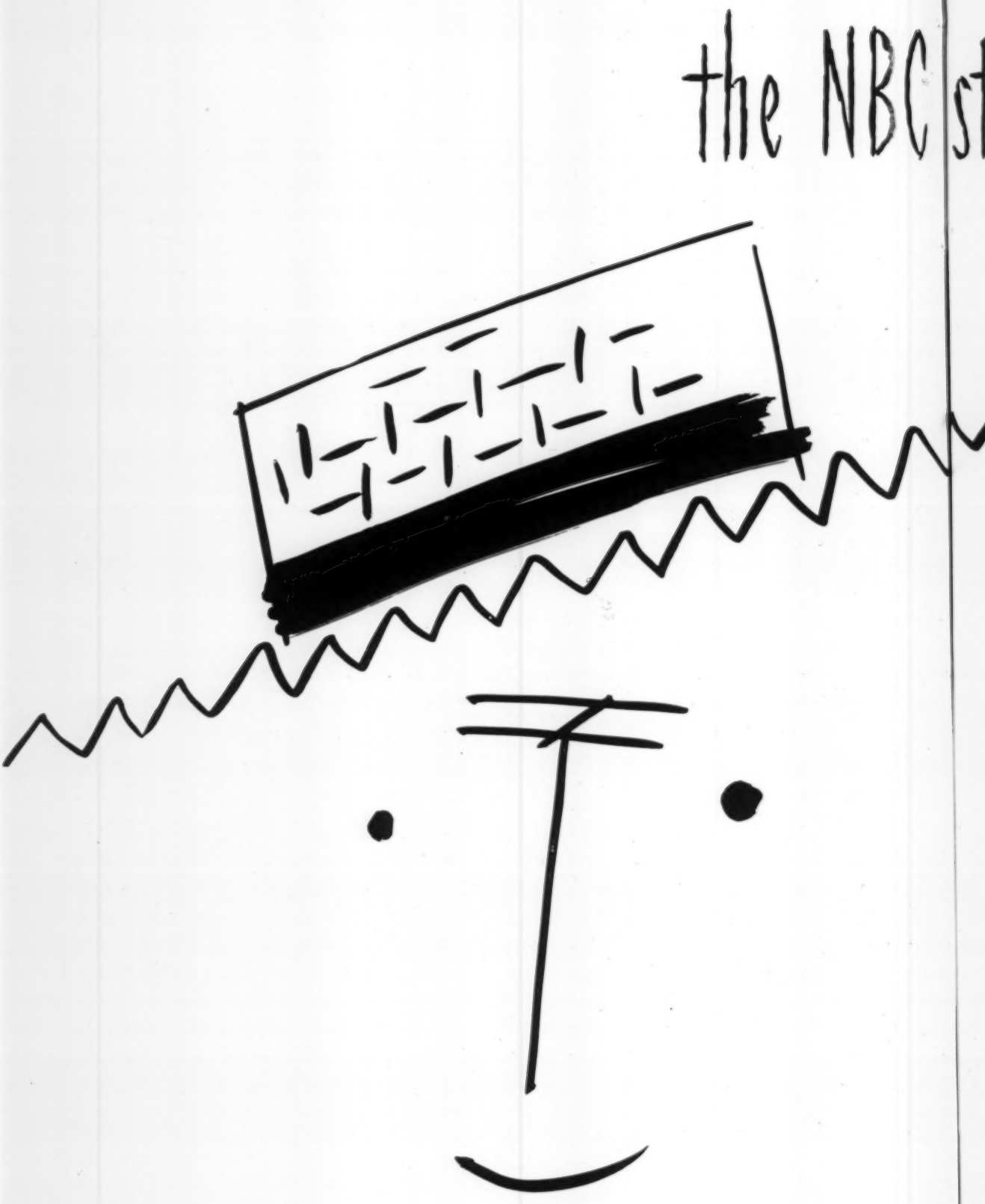
The bill was a follow-up to Sen. Mundt's plan, revealed a fortnight ago, to create global TV networks abroad for the purpose of combatting Russian propaganda and to implement State Dept.'s Voice of America with a so-called "Vision of America" program [TELECASTING, June 12].

His new bill would provide for a 12-man group consisting of six Republicans and six Democrats—four appointed by the President, and a like number by both the president of the Senate and House Speaker. The commission would make its recommendations to the President and Congress by Feb. 1, 1951. It would also call on government agencies for suggestions.

Among other things, the group would "appraise the adequacy and effectiveness of existing programs in this field, particularly with a view to utilizing new techniques and facilities, with emphasis on the possible utilization of television techniques."

Meanwhile, State Dept. is "considering" television's potential for propaganda purposes overseas. This was confirmed last week by a State Dept. official, who disclosed that "at least one plan has been submitted from private enterprise sources" for consideration by Edward W. Barrett, assistant secretary of state for public affairs, charged with supervision for Voice of America operations.

He declined to be quoted or to identify the individual or firm which submitted the plan, but thought it similar to that offered by Sen. Mundt.


the NBC st

straw hat plan

. . . more sales for less money through NBC summertime television.

39% more TV families than last winter
on the NBC interconnected television network alone . . . and this is a *net* figure. (Seasonal decline in viewing taken into consideration.)

27% lower cost per thousand
. . . the lowest in television history.

an 8-week hard hitting campaign
. . . instead of the usual 13-week cycle. This makes it possible for you to enjoy the prestige of NBC network television on a limited budget.

NBC's choice productions
. . . priced for summertime budgets.

a warm weather welcome lift in sales
If yours is a seasonal summer product, here's a way to quick sales. If yours is a year-round product, here's a boost for sales through the summer—a head start for fall business. Whatever you sell, the NBC Straw Hat Plan offers you the largest TV audience in history, at the lowest cost per thousand—top-ranking NBC-produced television shows—all on a special, economical 8-week basis. Get your order in before July 1 to take advantage of present low rates. For complete details and program descriptions, send for our booklet, "The NBC Straw Hat Plan".

NBC **TELEVISION**

Telefile

(Continued from Telecasting 4)

taining, 21¾ hours commercial, for a total of 26 hours. Local and national spot film and local live remotes account for 31 hours. Of 46 non-network hours, 20 hours, 5 minutes are sustaining; 25 hours, 55 minutes commercial.

A natural consequence of the over-all programming policies has been increased revenues and expanding service. With 12 local and 8 network advertisers to start with, WBZ-TV today has a total of 120 sponsors. Of these, 44 are local, 36 national spot and 40 network.

Among those to take advantage of the station's local productions are Chevrolet Dealers, who sponsor a 15-minute strip of station-built packages five evenings weekly. In addition, Chevrolet sponsored home hockey games of the Boston Bruins last winter and is now co-sponsoring with Narragansett Brewing Co. the home games of the city's baseball Braves and Red Sox.

Another client to use a WBZ-TV-built show is the C & L Tire Co., which sponsors *The Song Shop*, a piano and vocal offering. As a test, the company ran a mystery tune contest. Over a six-week period an average of 2,700 letters were received weekly.

Through Alley & Richards Inc., the state of Maine ran 13 one-minute film spots this past April promoting Maine as a vacation spot and suggesting its Vacation Planning Kit. One of the first states to use TV, the Maine Development Commission was flooded with 1,300 inquiries — and they were still coming in at the end of May.

One of the earliest and another successful show on the station has been *Living Wonders*, sponsored for the past year by the First National Bank of Boston. New England wild life—including birds, snakes, cub bears and baby foxes—is let loose in the studio and described by Norman Harris, educational director of Boston Museum of Science.

Another long-satisfied bank customer is the National Shawmut Bank of Boston which started on WBZ-TV on its first day of regularly scheduled broadcasting with a 5-minute newsreel five days weekly, plus an hour and a half feature-length movie on Sunday. By fall of the same year, the bank had extended the newsreel to 10 minutes seven times weekly. Still on the air with those shows, it now has added station-break spots and supports its programs with ads in newspapers.

* * *

THIS spring, the station embarked on one of its most ambitious projects, a dramatic series, the first on New England television and probably the first regularly scheduled drama to be attempted by any local TV station. *That Young Couple*, an original domestic comedy, brings Boston's Brattle Theatre Co. to the video screen Sunday, 4:30-5 p. m. Seven to 10 actors take part weekly, each performance requiring a full week's rehearsal and three-hour live camera rehearsal. Sponsored by the Boston Gas Co., through the Harold Cabot agency, it's the first show of its type and size to be sponsored by any gas utility in the country.

In the sports field, WBZ-TV has brought televiewers wrestling, collegiate basketball games, bowling from the Boylston Bowladrome, horse races at Suffolk Downs, and Harvard U. home football games, as well as the Bruins hockey games. Home games of the Braves and Red Sox are telecast on an alternating basis with the city's other video station, WNAC-TV.

WBZ-TV's closeness to its community may be seen, also, in the civic responsibility it has shouldered. Last year, Mr. Swartley loaned two producers, Tom Sawyer and Ralph Giffen, to help film a TV movie for the Community Fund campaign.

This year, Red Feather health and social agencies, which number more than 300, are on the WBZ-TV airwaves on a regular basis, demonstrating health, recreational and other service available.

* * *

BEHIND WBZ-TV's comprehensive public service and commercial programming lies much long-range planning.

The station started with a 20-hour schedule. Programming five days a week from 6 to 10 p. m., with the exception of afternoon baseball, it was able to place much emphasis on the quality of local shows, both as to content and manner of presentation. By winter, it had gradually expanded to an average of 40 hours a week, seven days weekly, 5:30 to 11 p.m.

WBZ-TV moved into local afternoon programming, starting at 4:30 p.m., in the fall of 1949. March of this year saw its second afternoon expansion, beginning at 1:45 p. m. With the start of the baseball season in April, and the shifting of several programs, the station brought regularly scheduled morning programming to the area for the first time.

When WBZ-TV made its debut, there was a set count of approximately 2,300 in the area. It is now nearing the 390,000 mark.

CITATION for "meritorious service" in communications was awarded to Dr. Allen B. DuMont (l), president of Allen B. DuMont Labs, by Bergen Junior College of Teaneck, N. J. at its recent commencement exercises. Dr. DuMont receives the award from Dr. Charles Lester Littel, president of the college.

* * *

THE station's building and layout, its facilities and site, also have played an important part in its operation. When the construction permit was granted early in 1946, many months of study and planning for a new structure followed. A number of pre-requisites were laid down.

Chief among these was Mr. Evans' conviction that efficiency in many respects would be obtained by consolidating as many radio and television activities as possible under one roof.

The location chosen was a 10-acre plot on Soldiers Field Road, four miles from the center of downtown Boston. It offered sufficient room for a well-planned layout and for any foreseeable horizontal expansion.

The Radio and Television Center, for which ground was broken Jan. 6, 1947, is a two-story structure of water-struck red brick, housing all studios and offices for WBZ-AM-FM-TV and short wave station WBOS. Television and FM transmitting facilities also are located there. Only the AM and short wave transmitters remain at Hull, a salt water location.

* * *

THE Center is 200 by 100 feet and has 38,000 square feet of floor space. Studios, dressing room, workshop, music and film libraries, newsroom are on first floor, while executive, sales, program, traffic, publicity and promotion offices are on the second.

Within the framework of Mr. Evans' ideas, much of the built-in efficiency of the building was developed by Mr. Hauser. AM engineers designed a unique wiring plan for the radio studios so that each AM control room is a master control room in itself.

In addition to four AM studios, there is a large auditorium studio, suitable for both radio and TV. Seating 169 people, it has a stage 35 x 20 ft. with client and projection rooms above.

The TV set-up includes a cut-in studio, film projection room and two large studios which have comfortable observation booths in two-tone decor on the second-floor level, enabling sponsors and guests to watch action in the studio as well as on the screen. "B" studio measures 35 x 40 x 20 ft., and "T," capable of accommodating seven sets, 45 x 50 x 25 ft., with a ramp and seven-foot doorway for autos and a peripheral catwalk for flexibility of set lighting and scenery. Studios are equipped for three-camera operation.

Basic lighting is provided by banks of fluorescents and incandescents, suspended from overhead grids, with highlighting by spots, floods and scoops. To control base lighting, cables extend to a control switchboard panel from which the lighting engineer can quickly orient in azimuth and tilt planes so that within 20 seconds lighting can be switched from one set to another.

In the film projection room are two 16mm and two 35mm projectors, one strip film and one slide projector, Baloptican and two multiplexer units with film cameras.

For outside pickups, there is the WBZ-TV Televan, four field cameras and two microwave relay systems.

* * *

ALL equipment is RCA, the transmitter a 5 kw RCA TT-5A. The 3 bay turnstile antenna rises 649 feet above ground. Effective radiated power is 14.73 kw video and 7.2 kw aural.

A basic NBC-TV network affiliate, WBZ-TV operates on Channel 4 (66-72 mc). It is synchronized with other Channel 4 stations, WNBT (TV) New York, WRGB (TV) Schenectady and WNBW (TV) Washington, by means of offset carrier to minimize carrier interference to receivers in equi-signal areas of these stations.

The station's third rate card, now in effect, lists live studio rates in Class A time (6-11 p.m., Monday through Friday, and 12 N-11 p.m., Saturday and Sunday) at $550 per hour, $220 for 15 minutes and $135 for 5 minutes. Class B time is $400 per hour, $160 for 15 minutes and $100 for 5 minutes.

Rates in Class A time for film broadcasts are $425 per hour, $170 for 15 minutes, $105 for 5 minutes. In Class B time, $325 per hour, $130 for 15 minutes, $80 for 5 minutes. Discounts on airtime charges range from 7½% for 26 times to 20% for 260 times per year.

WBZ-TV's fulltime staff numbers 48. Of these, 28 are technicians and 11 producers. An additional 48 employes, out of 96 on the AM staff, divide their duties between radio and TV.

Once a month, the entire production staff meets to probe new ideas and analyze on-the-air shows in an effort to constantly improve station operation.

The endless toil and time which all the WBZ-TV personnel, headed by Mr. Swartley, have put into the station has paid its dividends—in multiplying sales and in the friendship and understanding the station enjoys with the people in its area.

SRT-TV SRT-TV SRT-TV
SRT-TV
INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans
Send for free prospectus
"Careers in Television"
SRT
(School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 Street, New York 19, N.Y.
SRT-TV SRT-TV SRT-TV

PARAMOUNT TV

Raibourn Outlines Plans

PARAMOUNT intends to use television to its benefit rather than to its detriment, as is its other choice, Paul Raibourn, vice president, Paramount Pictures, said last Tuesday at a Paramount sales convention held in Los Angeles. He discussed three major developments currently being worked on in the television field by the firm.

Mr. Raibourn

Developments included color television in theatres within a year; special FCC allocation of frequencies for transmission of spot news and sports events to a network of 10,000 movie houses; tri-dimensional pictures and revolutionary screens which surround viewer and require multiple projection.

Workable color television was being developed for Paramount, Mr. Raibourn revealed, by Dr. Ernest O. Lawrence, inventor of the cyclotron whom the firm had engaged six months ago. With Dr. Lawrence's equipment the problem of lack of sufficient light for giant screen projection would be overcome in addition to offering improved color reception on home receivers, Mr. Raibourn said.

He also pointed out that exhaustive surveys had proven that television was not primarily responsible for the drop in theatre attendance and that new television developments for the screen would have to be thought up to gain back the youthful audience. Out of a total attendance drop of 25%, he stated, only five to eight percent loss could be blamed on TV.

New Process Outlined

Mr. Raibourn went on to outline the studio's plans to record televised shows and project them through regular theatre equipment onto theatre screens. The method brings down to 20 seconds the time lag between reception of the television image, its transcription to celluloid, processing of the film and ultimate projection onto the screen. The process, currently costing $25,000 for installation, has already been installed he said, in Los Angeles, New York, Chicago and Toronto and is for sale to any theatre desiring it. Mass production of the process, he said, could ultimately get the price down to $5,000.

Stating that experiments had shown theatres far superior to homes for reception of exciting sports events insofar as crowd reaction, Mr. Raibourn said that the telecasting of great sports events for audiences in theatres from coast to coast awaited only completion of proper wire network facilities. He revealed that Paramount had applications pending with FCC for special frequencies for theatre television transmissions.

"Television can never replace motion pictures as a theatre attraction," the speaker went on to say, answering the oft-asked question of whether Paramount was competing with itself by pioneering in television for theatre use. "Proper use of theatre television can bring back to movie houses many who would otherwise stay home," he continued.

The only problem tri-dimensional movies pose at this time, he stated, is the heavy costs. This also was true for a new development, a "revolutionary screen" that surrounds spectator on several sides and gives the feeling that he is in the midst of action.

NBC'S ORTHOGAM

Improves Kinescope Film Showings

IMPROVED transmission of kinescope recordings and of movie films made for television resulting from two new devices—the "Orthogam amplifier" and a new high intensity light source—were demonstrated Monday by NBC in New York and Hollywood.

The Orthogam amplifier, developed by RCA which soon will put it on the market for all TV stations, amplifies only the highlight portions of the picture. The ordinary linear amplifier amplifies both the light and dark portions equally, it was explained by Robert E. Shelby, NBC director of television engineering operations. The amount of amplification is adjustable, he said.

In the demonstration, kinescopic recordings of portions of two live NBC programs — *Kay Kyser's Kollege of Musical Knowledge* and *Mohawk Showroom* — and one 35mm film made for TV were shown. Duplicate prints of each film were projected simultaneously with the Orthogam amplifier inserted into one projection system but not into the other.

Better Detail Seen

During the demonstration period the telecast was alternated from one unit to the other. The effect of the Orthogam amplifier was to add a half tone effect to the picture highlights, particularly the faces of the actors, giving them more detail and eliminating the washed out effect of some of the filmed scenes transmitted without going through the Orthogam amplifier.

The kinescopic film projection used a special high-intensity, short-arc mercury vapor lamp designed by Westinghouse engineers and adapted for film projection by NBC engineers. This lamp was said to improve picture quality significantly by increasing the effective exposure of the film picture on the iconoscope plate of the pickup camera.

Mr. Shelby explained that it is not necessary to use the new lamp for the 35mm film projection as previous light sources are sufficient for this kind of film. The lamp is still in the experimental stage, he said and not ready for general marketing, although it has been installed in NBC's film studios in both New York and Hollywood and will be added to the TV film equipment at the network's other O & O video stations. The Orthogam equipment already has been installed at NBC-TV in Chicago and Washington as well as New York and Hollywood, he said.

Introducing the New York demonstration, Carleton Smith, NBC director of television operations, noted that despite the extension of TV network facilities to make simultaneous broadcast of network programs possible in more cities, the volume of kinescopic films produced by NBC has more than doubled in the past 12 months. In the first week of May, he said, 51 NBC video programs were kinescoped, compared with 28 in March 1949.

Reporting that last year NBC was producing virtually 50% more footage on a national average than feature film production of the major motion picture studios, Mr. Smith said that the rate also has been doubled, making NBC's kinescopic output 100% greater than the Hollywood studios' output of feature film, on an annual average basis.

NBC now ships 325 prints a week to stations from coast to coast, accounting for 496 telecasts as some prints are passed along from station to station, with total recording time running to more than 27 hours a week. Weekly footage of NBC kinescopic recordings totals over 400,000 feet, Mr. Smith stated, with 30 commercial programs and seven sustaining shows syndicated and the film going for auditions and reference prints.

FILM SYNDICATE

Planners Meet at KTTV

PRELIMINARY meetings on setting up a television film syndicate were held June 12 and 13 at KTTV (TV) Los Angeles studios. Executives from 17 newspaper-owned radio stations attended the sessions which were called by Norman Chandler, president of KTTV Inc. [TELECASTING, June 5].

It was agreed at the meetings that the syndicate, if and when set up would not be restricted to newspaper-owned stations, as originally planned.

It was further decided that prospectus outlining plans of organization would be made up to be submitted to a minimum of 30 TV stations within the next two weeks. Decision for further meetings awaits completion of this project.

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500
NOW there are
56,740
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

TV Increases Soda Pop Drinking

(Report 116)

TELEVISION is causing Americans to drink more soda pop, Alfred N. Steele, New York president of Pepsi-Cola Co., declared in Los Angeles at a meeting of California Pepsi-Cola Bottlers Assn. He credits video with a 10% rise in home sales of carbonated drinks last year. And the increase is continuing, he declared.

"Home sales mean increased volume," Mr. Steele said. "In the home we can get at all the family, including the children, more of the time."

Similar shift in sales from bars to homes has been noted by the beer and hard liquor industries since video ceased to be a novelty in barrooms and became standard equipment in homes, he said. However, this doesn't necessarily mean as sharply increased over-all sales, he added.

The bottlers were told that sales of carbonated drinks are up 12% over a year ago. Rise began in 1947, but it was especially sharp in the last 12 months, Mr. Steele said.

* * *

Lucky Strike Leads Spot Popularity Poll

THE MOST-LIKED television spot commercials in the New York-New Jersey area during May were those for Lucky Strike cigarettes, according to a report released last week by Advertest Research, New Brunswick, N. J.

Interviewers questioned set owners in the area during May about their likes and dislikes in TV commercials and which spots the viewers felt did the best job of selling.

The 10 most-liked spot commercials in order of rank as reported by Advertest were: Lucky Strike, Philip Morris, Kools, Chevrolet, Chiquita Banana, Tide, Bird's Eye, Keds, Bulova and Hi-V.

The 10 spots which did the best job of presenting the product were reported by Advertest as: Lucky Strike, Simmons, Philip Morris, Bulova, Tide, Chevrolet, Chiquita Banana, Keds, Oldsmobile and Serutan.

* * *

WCPO-TV Expands Operating Hours

WCPO-TV Cincinnati now is providing 100 hours of programming per week and claims to be the first TV station in the country to reach that mark. The station, which started operation less than a year ago on July 26, 1949, now signs on at 10:30 a.m., Monday through Friday; at 8 a.m. on Saturday and 11 a.m. on Sunday. The sign off time is 12:30 a.m. every day, according to Harry LeBrun, station director.

* * *

ARB Philadelphia June Report Released

MILTON BERLE's *Texaco Star Theatre* was the leading television program in Philadelphia during the first week in June according to a report released last week by the American Research Bureau, Washington.

Leading programs for the week June 1-8.

1.	Star Theatre	64.1
2.	Talent Scouts	56.1
3.	Toast of the Town	54.6
4.	Godfrey and Friends	52.2
5.	Private Eye	44.2
6.	Stop the Music	39.2
7.	Children's Hour	38.7
8.	Film Theatre (Sat., WFIL-TV)	36.7
9.	Cavalcade of Stars	36.1
10.	Lights Out	35.8

* * *

TV Programming Directory Planned

A PROFESSIONAL directory of local and national television programming, to be known as the *National Television Directory*, will be published in Chicago Sept. 1, Ted O. Materna, editor, announced last week. Jack Naylor will publish the book.

The index will list, alphabetically, TV writers, producers, directors, program directors, sales managers, talent, designers, technical directors, publicists, agents, film directors, freelancers, and key advertiser and agency personnel. It also will list individuals by name and staff affiliation, geographic location, and the title or name of the programs with which they have been associated. Stations, packagers, organizations and program reviewers also will be included as will a listing of film clips available with names and addresses of their owners.

Weekly Television Summary—June 19, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,100
Ames	WOI-TV	11,200
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	172,820
Binghamton	WNBF-TV	14,200
Birmingham	WAFM-TV, WBRC-TV	15,000
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	390,762
Buffalo	WBEN-TV	98,082
Charlotte	WBTV	15,633
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	493,938
Cincinnati	WCPO-TV, WKRC-TV, WLWT	130,000
Cleveland	WEWS, WNBK, WXEL	234,796
Columbus	WBNS-TV, WLWC, WTVN	71,000
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	56,740
Davenport	WOC-TV	11,447
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	67,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	36,050
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	56,740
Grand Rapids	WLAV-TV	34,410
Greensboro	WFMY-TV	12,479
Houston	KLEE-TV	25,064
Huntington-Charleston	WSAZ-TV	13,000
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,500
Johnstown	WJAC-TV	23,100
Kalamazoo-Battle Creek	WKZO-TV	27,376
Kansas City	WDAF-TV	35,793
Lancaster*	WGAL-TV	48,518
Lansing	WJIM-TV	24,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV	

City	Outlets On Air	Number Sets
	KTTV, KECA-TV	563,466
Louisville	WAVE-TV, WHAS-TV	33,256
Memphis	WMCT	38,538
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	114,664
Minn.-St. Paul	KSTP-TV, WTCN-TV	95,650
Nashville	.....	200
New Haven	WNHC-TV	81,800
New Orleans	WDSU-TV	26,276
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,360,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	19,634
Oklahoma City	WKY-TV	30,255
Omaha	WOW-TV, KMTV	24,117
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	508,000
Phoenix	KPHO-TV	10,800
Pittsburgh	WDTV	108,000
Portland, Ore.	.....	887
Providence	WJAR-TV	63,162
Richmond	WTVR	33,913
Rochester	WHAM-TV	41,951
Rock Island	.....	11,447
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	16,900
San Antonio	KEYL-TV, WOAI-TV	18,571
San Diego	KFMB-TV	40,150
San Francisco	KGO-TV, KPIX, KRON-TV	55,000
Schenectady Albany-Troy	WRGB	02,700
Seattle	KING-TV	29,000
St. Louis	KSD-TV	135,500
Syracuse	WHEN, WSYR-TV	44,575
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	15,000
Washington	WMAL-TV, WNBW, WOIC, WTTG	134,600
Wilmington	WDEL-TV	36,525

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 105 Sets in Use 6,272,468

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

an emergency . . . a store . . .

and a **TELEVISION STATION!**

IN THE EMERGENCY of Atlanta's crippling transit strike, Rich's, the South's largest department store, used television, with WSB-TV as the vehicle, for offering its patrons a service unique in merchandising.

This was the logic: *If the customers cannot come to the store, let's take the store to the customers.*

On the eighth day the busses had lain idle in their yards, Rich's television shopping service began. WSB-TV cameras were set up in the store on the fourth floor of Rich's famous bridge building. Then, initially, for three hours daily the store's telephone shopping service was integrated with a video display and demonstration of merchandise.

This was the idea in its stark simplicity: *"What would you like to see? . . . telephone us . . . we'll show it to you . . . we will deliver it."*

Rich's store personnel worked with WSB-TV staffers to make the program one of the most talked-of services ever offered by any department store in America. And sales have more than justified the effort.

Rich's daily telecasts are being continued over WSB-TV for the strike's duration. Already the success of the venture is attested to. It is a significant *first* for Rich's and for WSB-TV.

Important to advertisers interested in the great Atlanta market should be this factor: When the chips were down . . . when an entirely new approach to customer service was needed . . . one of America's really great retail establishments ($58,000,000 last year) turned exclusively to WSB-TV — *the Eyes of the South!*

wsb-tv

ON PEACHTREE STREET
ATLANTA

Represented by Edw. Petry & Co., Inc.

THEATRE THREAT

McDonald Warns Industry

THE TV INDUSTRY must "protect" itself from theatre interests seeking exclusive rights to sport and other feature events for closed circuit telecasting. This warning was circulated among broadcasters and manufacturers within the past fortnight by Commdr. Eugene F. McDonald, Zenith Radio Corp. president.

The "on guard" message was in answer to a brochure released by the Theatre Owners of America. The brochure includes remarks by Gael Sullivan, TOA executive director, prefacing a speech by Nathan L. Halpern, TV consultant, delivered before Television Owners of Oklahoma in Oklahoma City, March 28. Mr. Sullivan called on theatre owners to make TV their ally by offering "superlative quality of talent and showmanship not possible on home television." He also said "great events and entertainment" could be exclusively theirs if theatre owners banded together.

In his answer, Commdr. McDonald charged TOA with planning "to take away from television the entertainment that is today the backbone of television programming, and monopolize it for theatres only." Noting Mr. Sullivan's apparent belief that broadcasters can not outbid theatre owners for rights, Commdr. McDonald said the box office appeal in just a few cities would be great enough for them to secure "a monopoly of these programs." Advertisers, he pointed out, could not afford to supply the funds to outbid theatre interests. The latter, he added, would not need to wait for FCC grants to provide such a service because facilities now are available for programs to be carried closed circuit.

2ND in the Midwest

6TH in the Nation

...the WLW-TV market deserves

1ST place in your plans

With 248,500 sets (as of May 1, 1950) the three station coverage area of WLW-Television looms large in any appraisal of markets. And the economy of reaching this market via the WLW-Television network is another factor favoring its high priority in your selling plans.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

1952 ELECTION

Sarnoff Points to TV Role

BRIG. GEN. David Sarnoff predicted last week that television may be a determining factor in the presidential election of 1952. Gen. Sarnoff spoke June 12 at commencement exercises of John Carroll U., Cleveland, at which he was given an honorary degree of Doctor of Laws.

By the time of the next presidential campaign, he said, television probably will extend coast-to-coast and will reach 20 million receivers. "That will mean an audience of about 80 million," Gen. Sarnoff said. "Indeed, television may well be a determining factor in choosing the next president of the United States."

The 1952 candidate, he said, "will have to be telegenic, wear the right haberdashery, flash a friendly smile and be sincere. How sincere the candidate looks to the voter may be more important than how eloquent he sounds; a smile may be worth more than 10,000 words."

HARRIS THEATRE

Sought by NBC in Chicago

NBC CHICAGO is negotiating with Shubert Enterprises, also Chicago, for long-term lease of the Harris Theatre, previously a legitimate theatrical house. Move follows lengthy discussions on expansion of WNBQ-TV facilities, as all available space is overcrowded, leaving no room for origination of newly planned local and network shows.

The Harris is air-conditioned and seats 1,000 persons. NBC is reported to be paying $1,500 weekly, $500 less than the network pays for the Studebaker Theatre in Chicago. It also is owned by the Shubert brothers, Lee and J. J.

CLINIC PLANNED

WKY-Oklahoma U. Sponsors

TELEVISION seminar and clinic, sponsored by the U. of Oklahoma in cooperation with WKY-TV Oklahoma City, is scheduled June 25-July 1. Station operations, production methods and study sessions will be among the topics.

Faculty is made up of F. Donald Clark, Charles N. Hockman and Sherman P. Lawton, all of the university; Hoyt Andres, Paul Brawner, Jack Hauser, Robert Hayward, Thelma Horton, Kieth Mathers, Robert Olson and Robert Swysgood, all of WKY's staff. Sessions will be held both at the university and at WKY.

Te-Ve

Drawn for TELECASTING by John Zeigler

"Oddly enough, Miss Witherspoon, the survey indicates your kitchen show is viewed most by men!"

TV NEWSREEL

Oberlin Explains Know-How

TV STATIONS can maintain their own daily newsreel with foresighted planning, news know-how and plenty of hard work, Dick Oberlin, WHAS-TV Louisville, told the second annual clinic held by the Ohio News Directors Assn. at Kent State U. last Saturday.

Explaining how WHAS-TV operates its newsreel for maximum profit, Mr. Oberlin said a plan was formulated to run the film at 6:30 p.m. and then to repeat it at sign-off time, with sponsorship of both programs. Station then coordinated a limited but talented staff as a production unit, consisting of a lab man, camera man, a "coordinator," newscaster and Mr. Oberlin.

WLWT DISCOUNT

182 Sponsors on Summer Plan

TOTAL of 182 advertisers—a 23% increase over the total number of buying time during April—already have taken advantage of WLWT (TV) Cincinnati's summer discount plan, according to John T. Murphy, director of television operations for the Crosley Broadcasting Corp.

Mr. Murphy said the figure, an all-time high for the Cincinnati outlet, is an increase of 109% over the same period last year. He interpreted it as indicative of a continued high summer sponsorship. Breakdown of the monthly report released by William McCluskey, WLWT sales manager, shows 76 advertisers on participation sponsorship in May as compared with 53 in April; 43 spot announcement sponsors in May, 10 over the previous month, and 63 sponsored programs as compared to 62 in April. The plan, providing a time bonus up to 50% for spot TV users, also applies to Crosley's WLWC (TV) Columbus and WLWD (TV) Dayton [TELECASTING, March 20].

Film Report

SUCCESS of its studio TV wrestling, both live and film, has prompted **Crosley Bcstg. Corp.**, Cincinnati, to go ahead with full year's filming of matches. Film version presently being carried by 17 stations. Films are shot in WLWD (TV) Dayton studios each Saturday and are edited to one-hour feature film with provision for local commercials. Originally offered stations on 13-week basis, film can now be had in multiples of 13 with progressive discounts to one year. WLW-Television pays flat sum to **Al Haft**, Columbus wrestling promoter, who furnishes wrestlers, ring and officials. Matches are held before a nonpaying audience, bills are footed by sponsor, **Red Top Brewing Co.** Live version is telecast Saturday night.

New **Super Projectall**, ordered from **Tressel Television Productions**, Chicago, by **WTTV (TV)** Bloomington, **WLAV-TV** Grand Rapids, **WTVN (TV)** Columbus and **WSYR-TV** Syracuse. . . . Kling Studios, Chicago, has increased its staff to include Elsbeth Sitterding, cutting room; Thorlund Thorson, writing staff; Bill Newton and Bud Koch, animation, and Eloise Hersman, office staff.

David Hire Productions, 8822 W. Washington Blvd., Culver City, Calif., new film firm, has five-year program, financed by several large manufacturers, to produce TV film and radio series based on Wild Bill Hickok, fictional character. Group to comprise 52 half-hour TV films and 195 quarter-hour radio transcriptions yearly. Financing project are **Robert Bruce Knitwear; De Luxe Wash Suits Co. Inc.; Varsity Manufacturing Co.; George Schmidt; Irvin B. Foster Sportswear Co. Inc.**

NBC-TV DRIVE

Starts Summer Sales Plan

NBC-TV last week began a slam-bang sales campaign intended to attract sponsors to a special eight-week summer schedule called "The NBC Straw Hat Plan."

"Whatever you sell," the promotion reads, "the NBC Straw Hat Plan offers the largest TV audience in history, at the lowest cost per thousand—top-ranking NBC-produced television shows, on a special economical eight-week basis." The plan urges sponsors to buy before July 1, when general rate increases on NBC-TV go into effect.

Among reasons given for summer programming as a good advertising buy are:

(1) There will be 39% more families reached by the NBC interconnected network this summer than there were last Jan. 1—a figure that takes into consideration the increase in total sets, on the one hand, and average declines in summer ratings on the other; (2) The cost per thousand television homes this summer will be 27% less, on the eight-week plan, than it was last Jan. 1.

Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers! That's why Graybar recommends Blaw-Knox supporting towers for TV and FM transmitting antennae, and Blaw-Knox vertical radiators for AM.

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has *everything* you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 5068

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1,21,23)
Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, AM and FM (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Free, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4730 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

Philip Merryman & Associates
- 114 State Street
- Bridgeport 3, Conn.
- Bridgeport 5-4144

RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

Strictly Business

(Continued from page 12)

York, where Blair maintains its largest sales force—eight men. In the eastern metropolis, as in the mid-western, he will serve only in a counselling capacity, "never exerting authority, just being available with facts and figures."

Although not yet 34 years old, Wells Hammond Barnett Jr. is widely respected in the broadcasting industry for his sales service techniques. He began specializing in this field at WLS Chicago under General Manager Glenn Snyder, who was a close friend of his father when the two were advertising men in Waterloo, Iowa.

Mr. Barnett was born in Chicago but moved to Waterloo at the age of five when his father became principal owner in Weston-Barnett Inc., one of Iowa's largest agencies. From Waterloo High School he went to Grinnell College where he studied journalism and economics. He regarded these subjects as his best preparation for a career with his father's firm. However, he spent only a year with Weston-Barnett, preferring station work. His father, recalling that Glenn Snyder, whom he had known as advertising manager of *Kimball's Dairy Farmer*, now was at WLS, helped Wells Jr. to get on the *Prairie Farmer* station in 1939.

Advances at WLS

Within a year, young Barnett became WLS sales service manager. He also broadened his concept of broadcasting by "making it my business to be as nosey as I could." He produced some shows, handled some continuity, took charge of political broadcasts, and practiced "being nice" to accounts. Apparently, the latter caught John Blair's eye (WLS is represented by Blair), because when Lieut. Wells Barnett left the AAF in 1945 after three years' service, he came back to Blair instead of WLS.

In 1940, Mr. Barnett was married to Judith Hunting of Denver, a Grinnell classmate. A talented organist, his wife is a niece of novelist Ruth Suckow. The Barnetts have a four-year-old daughter, around whom their recreational hours revolve.

While at Grinnell College, Mr. Barnett was president of Sigma Delta Chi, national journalistic fraternity. He is a charter member of the Chicago Television Council.

FOURTH annual graduation exercises of Gagwriters Institute scheduled to be held at Trader Tom's Steak House, 128 W. 48th St., New York, June 22 at 1 p.m.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

MAY 7-13, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(7.8)
1	1	Lux Radio Theatre (CBS)	20.2
2	2	Jack Benny (CBS)	16.1
3	7	Charlie McCarthy Show (CBS)	15.5
4	3	Godfrey's Scouts (CBS)	15.1
5	4	Walter Winchell (ABC)	14.5
6	5	My Friend Irma (CBS)	13.9
7	8	Amos 'n' Andy (CBS)	13.8
8	16	Red Skelton (CBS)	13.6
9	15	You Bet Your Life (CBS)	13.1
10	22	Dr. Christian (CBS)	12.7
EVENING, MULTI-WEEKLY (Average For All Programs)			(4.5)
1	2	Beulah (CBS)	8.3
2	4	Lone Ranger (ABC)	7.0
3	1	Counter-Spy (ABC)	6.6
WEEKDAY (Average For All Programs)			(4.8)
1	1	Godfrey (Ligg. & Myers) (CBS)	10.1
2	4	Godfrey (Nabisco) (CBS)	8.7
3	6	Romance of Helen Trent (CBS)	8.1
4	7	Godfrey (Gold Seal) (CBS)	7.9
5	13	Wendy Warren (CBS)	7.7
6	11	Rosemary (CBS)	7.7
7	12	Aunt Jenny (CBS)	7.5
8	2	Pepper Young's Family (NBC)	7.2
9	16	Our Gal, Sunday (CBS)	7.2
10	15	Big Sister (CBS)	7.1
DAY, SATURDAY (Average For All Programs)			(4.1)
1	1	Armstrong Theatre (CBS)	10.0
2	3	Stars Over Hollywood (CBS)	8.5
3	2	Grand Central Station (CBS)	7.9
DAY, SUNDAY (Average For All Programs)			(3.1)
1	1	True Detective Mysteries (MBS)	7.2
2	3	Shadow (MBS)	6.5
3	2	Martin Kane—Private Eye (MBS)	6.3

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LANG-WORTH ADDS

22 Take New 8-Inch Library

LANG-WORTH Feature Programs announced last week the addition of 22 station subscribers for its new 8-inch Lang-Worth Library.

New subscribers are:

KBKH Pullman, Wash.; KOEL Oelwein, Iowa; WIRB Enterprise, Ala.; WRMN Elgin, Ill.; WBBW Youngstown, Ohio; KNCM Moberly, Mo.; KERB Kermit, Tex.; and WFYC Alma, Mich. Renewing contracts are WBBM Chicago; WHVR Hanover, Pa.; WCAW Charleston, W. Va.; WLAN Lancaster, Pa.; WHAK Rogers City, Mich.; WHAY New Britain, Conn.; WHLS Port Huron, Mich.; WFLA Tampa, Fla.; WENY Elmira, N. Y.; WJVA South Bend, Ind.; KIMA Yakima, Wash.; KLWT Lebanon, Mo.; WERE Cleveland; WJR Detroit.

WGY'S PAPER

Finds Greater Readership

WGY-AM-FM and WRGB (TV) Schenectady's sales promotion publication, *Mike and Camera*, has doubled its pages to 16 and increased readership to 20,000—a boost of five times the number of listener-viewers subscribing less than six months ago.

According to the stations, the project started following decision to drop the policy of paid subscriptions on Jan. 1 this year. Subscribers at that time were offered the alternatives of a refund of whatever amount was due from their $1 per year subscriptions or the opportunity to contribute the amount to any charitable organization of their choice. The result, Bill Givens, stations' sales promotion supervisor says, was nearly $600 donated to various Community Chests in three states and other agencies including the cancer and polio funds.

First issue of the paper was in May 1948. When it was distributed, interest was "light" but after a few months, subscriptions began piling up. Policy of no cost was formulated at the beginning of 1950 in order to make the service available to as many people as possible and to give the stations' audience an authentic guide.

MUELLER CITED

Receives Headliners' Award

MERRILL MUELLER, NBC foreign newsman, was awarded a silver medal by the National Headliners Club at its annual luncheon held June 10 at Hotel Dennis, Atlantic City.

Robert Trout, commentator, accepted the medal for Mr. Mueller, who is in England. The 1949 citation was for "consistently outstanding foreign news broadcasts from London, including seven exclusive world news stories." It was the only radio award granted by the Headliners Club, which annually recognizes outstanding work in the fields of written, spoken and pictured journalism.

Medals also were presented radio newsmen who had been cited last year, the luncheon including presentations for both years. Cited for 1948 achievements were Mr. Trout, for his 15-hour presidential election coverage; Bill Henry for MBS coverage of the Olympic Games; Charles Collingwood for his CBS reporting of the Arizona-California water dispute; Columbia Records, for its "Great Events" album covering modern history.

Don Rose, *Philadelphia Bulletin* columnist, presided at the awards luncheon, attended by medal winners and contest judges as well as members of the National Press Photographers Assn.

The club plans to expand its radio and television classification, according to Mall Dodson, executive secretary of the Headliners organization. The annual contest is under auspices of Atlantic City.

Judges for this year's awards were Tom Paprocki, Associated Press Features; James Crayhon, Standard Oil Co.; Frank H. Ryan, Camden (N. J.) *Courier-Post;* James Farrell, Atlantic City *Press-Union;* William Montague, Tele-News Pictures; Frank M. Smith, Washington *Times-Herald;* J. Frank Beatty, BROADCASTING-TELECASTING.

WSM Study No. 2

RELEASE of its BMB maps and booklet, Study No. 2 has been announced by WSM Nashville. The study is accompanied by daytime and nighttime audience maps, red sections of which depict territory served by the 50 kw clear channel outlet. According to Tom Stewart, director of publicity and promotion, the red sections indicate 50% or better listenership to WSM.

BMB PROVES IT! WCKY HAS THE LISTENERS
•
See Centerspread This Issue
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

June 9 Applications . . .

ACCEPTED FOR FILING

AM—1260 kc

KUBC Montrose, Col.—CP AM station to change from 1240 kc 250 w unl. to 1260 kc 1 kw-D 500 w-N DA-N.

AM—1570 kc

Irving V. Schmidtke, Forest Grove, Ore.—CP new AM station 1250 kc 250 w D AMENDED to request 1570 kc 250 w D.

AM—580 kc

Aurora Bcstrs. Inc., Ketchikan, Alaska—CP new AM station 630 kc 1 kw unl. AMENDED to request 580 kc 1 kw unl.

License Renewal

Request for license renewal AM station: KSPA Santa Paula, Calif.; WSTC Stamford, Conn.; WDUN Gainesville, Ga.; WCBM Baltimore, Md.; WLLH Lowell, Mass.; WSAM Saginaw, Mich.; KSIM Sikeston, Mo.; WDOS Oneonta, N. Y.; WSIC Statesville, N. C.; KNOX Grank Forks, N. D.; KNOR Norman, Okla.; WGTN Georgetown S. C.; WTON Staunton, Va.; WCAW Charleston, W. Va.; WBLK Clarksburg, W. Va.; WDUZ Green Bay, Wis.; WRJN Racine, Wis.

KVRE Redding, Calif.—Request for license renewal FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KFSA-FM Fort Smith, Ark.; KCBC-FM Des Moines, Ia.; KONO-FM San Antonio, Tex.; WEFM-FM Martinsburg, W. Va.

WDAR-FM Savannah, Ga.—Mod. CP new FM station to change from Class B to Class A, Ch. 232 (94.3 mc), ERP 112.5 w, ant. 170 ft.

WPIX-TV New York—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—850 kc

KTBI Tacoma, Wash.—CP AM station to change from 810 kc 1 kw D to 810 kc 1 kw-D 500 w-N DA-N.

APPLICATIONS RETURNED

Request for license renewal AM stations: WMSL Decatur, Ala.; WARM Scranton, Pa.

ACTIONS OF THE FCC

JUNE 9 TO JUNE 15

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 12 Decisions . . .

BY THE SECRETARY

Nichols & Warinner Inc., Long Beach, Calif.—Granted request to cancel license and delete remote pickup KA-3413.

The Blue Valley Co., Independence, Mo.—Granted CP new remote pickup KA-6919.

WBNL Boonville, Ind.—Granted mod. CP for approval of ant., trans. and studio locations.

WPIX New York—Granted mod. CP for extension of completion date to 1-8-51.

San Juan, P. R.—Granted mod. license to make changes in existing remote pickup KA-6031 to change frequencies from 26.17, 26.27, 26.37 mc to 2758 kc and 26.37 mc.

The Times-Picayune Pub. Co., New Orleans—Granted CP new remote pickup KA-5222.

WCBS Inc., Springfield, Ill.—Granted CP new remote pickup KA-6900.

WKVM Arecibo, P. R.—Granted mod. CP for extension of completion date to 10-15-50.

Chester County Bcstg. Co., Coatesville, Pa. — Granted CP new remote pickup KA-6899.

WMAI Houlton, Me.—Granted mod. CP for approval of ant., trans. and studio location.

Hereford Bcstg. Co., Hereford, Tex. Granted license for new remote pickup KA-6551.

S. H. Patterson, Topeka, Kan.—Granted license new remote pickup KA-3643.

Carl E. Haymond, Yakima, Wash.—Granted license for new remote pickup KA-5365.

Covington News Inc., Covington, Ga.—Granted license new remote pickup KA-3533.

WISE Asheville, N. C.—Granted license install alternate main trans. at present site of main trans. to be operated on 1230 kc 250 w unl.

WELR Roanoke, Ala.—Granted license new AM station; 1360 kc 1 kw D.

KXYZ Houston, Tex.—Granted license install new main trans.

WHYN Holyoke, Mass.—Granted license change frequency, increase power, install new trans. and DA, change trans. location; 560 kc 1 kw DA, unl.

KNED McAlester, Okla.—Granted license new AM station; 1460 kc 1 kw D.

WILM Wilmington, Del. — Granted mod. CP to eliminate install. of FM ant. on AM tower, change type of AM tower and change trans. location—geographic coordinates only.

WATC Gaylord, Mich. — Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

KHBR Hillsboro, Tex.—Granted mod. license to change studio location.

Following granted mod. CP for extension of completion dates as shown: KUGN-FM Eugene, Ore. to 8-7-50; WLPM-FM Suffolk, Va. to 12-28-50; KA-5136 Arecibo, P. R. to 10-15-50; WJIM Lansing, Mich. to 12-17-50; WHO Des Moines, Ia. to 10-1-50; WACR Columbus, Miss. to 6-18-50; WFBM-TV Indianapolis, Ind. to 12-30-50; WJZ-TV New York to 12-30-50; KECA-TV Los Angeles to 10-30-50.

Voice of the Rockies Inc., Colorado Springs, Col.—Granted license remote pickup KA-6032-33. KAB-342.

WCUE Akron, Ohio—Granted license new AM station; 1150 kc 1 kw D DA.

WTEL Philadelphia—Granted license change frequency and hours of operation; 860 kc 250 w D.

WJCM Sebring, Fla.—Granted license new AM station 1340 kc 100 w unl.

ACTION ON MOTIONS

By Commissioner Walker

Newton Z. Wolpert, St. Paul, Minn.—Granted petition insofar as it requests leave to amend application so as to specify frequencies 152.15 mc and 158.61 mc (Channel 3) in lieu of frequencies 152.03 mc and 153.49 mc (Channel 1); dismissed petition insofar as it requests grant without hearing; application, as amended, is removed from hearing status.

George E. Cameron Jr., Tulsa, Okla.—Granted petition for extension of time to July 3., to file a reply brief to the exceptions to the Initial Decision in proceeding upon application and that of Kenyon Brown, Tulsa, Oklahoma.

Alvin E. O'Konski, Menominee, Mich. — Granted dismissal without prejudice of application.

Radio Station KWOC, Poplar Bluff, Mo.—Granted continuance of hearing from July 10, to Sept. 6 in proceeding upon application for CP.

WMAW Milwaukee, Wis.—Dismissed as moot petition requesting an extension of time in which to reply to Exceptions and Request for Oral Argument in proceeding re application for license to cover CP.

Sabine Bcstg. Co., DeRidder, La.—Granted extension of time to June 12 to file opposition to pending petition for reconsideration of grant without hearing of its application filed by KWBU Waco, Tex. on May 23.

By Examiner Basil P. Cooper

Door County Radio Co., Sturgeon Bay, Wis.—Granted continuance of hearing in proceeding re application from June 12 to June 28, at Washington, D. C.

By Examiner H. B. Hutchison

Pratt Bcstg. Co., Pratt, Kan. — Granted in part motion for sixty-day continuance of hearing, now scheduled for June 12 in proceeding upon application; hearing continued until further order.

KTKR Taft, Calif.—Granted continuance of hearing in proceeding upon application from June 28 to Sept. 28 in Washington, D. C.

By Examiner Fanney N. Litvin

KNEB Scottsbluff, Neb. — Granted leave to amend application so as to reduce maximum expected operating values in direction of KFEL and in direction of KGWA.

June 12 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: WPBB Jackson, Ala.; KMAN Manhattan, Kan.; WLIL Lenoir City; WRAC Racine, Wis.

License Renewal

Request for license renewal AM station: WXAL Demopolis, Ala.; WGYV Greenville, Ala.; WIRA Fort Pierce, Fla.; KFRU Columbia, Mo.; KTNT Tucumcari, N. M.; WGBR Goldboro, N. C.; WHGB Harrisburg, Pa.; WCOS Columbia, S. C.; WRON Ronceverte, W. Va.; WKWK Wheeling, W. Va.; KELD El Dorado, Ark.; KTSW Emporia, Kan.; WLCS Baton Rouge, La.; KLIZ Brainerd, Minn.; KXLK Great Falls, Mont.; KTXC Big Spring, Tex.; KGVL Greenville, Tex.; KVOP Plainview, Tex.; KDWT Stamford, Tex.; KWLK Longview, Wash.

CP to Reinstate CP

KVIM New Iberia, La.—CP to replace expired CP new AM station 1570 kc 1 kw D.

AM—1320 kc

WRJW Picayune, Miss.—CP AM station to change from 1320 kc 1 kw D to 1320 kc 5 kw D.

Modification of License

WSTP-FM Philadelphia—Mod. license to change ERP from 27 kw to 19.827 kw.

Modification of CP

WRFD-FM Worthington, Ohio—Mod. CP new FM station for extension of completion date.

WPWT Philadelphia—CP to change power to 250 w, noncommercial educational FM station.

WHBF-TV Rock Island, Ill.—Mod. CP new commercial TV station for extension of completion date to 10-9-50.

License for CP

WDEL-TV Wilmington, Del.—License for CP commercial TV station to change trans. location to Shipley and Silver-

(Continued on page 66)

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.

Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND.

For further information write to Dept. BD-3

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

STerling 3626

COMMERCIAL RADIO Monitoring Company

PRECISION FREQUENCY MEASUREMENTS

Engineer On Duty All Night Every Night

PHONE JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

Want the World's Finest Tape Recordings?

Multi-installation of PT6 Magnecorders

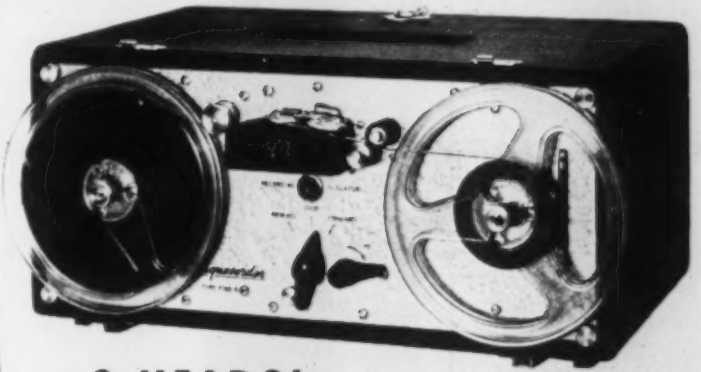
THERE'S A *Magnecorder* FOR EVERY PURPOSE ... EVERY PURSE!

The Talk of the Shows!

THE NEW PT-7 SERIES

3 *Heads* (erase, record, playback for monitoring from tape) in single housing, yet separately alignable, replaceable. New positive drive. 2-speed hysteresis-synchronous motor. Push-button controls can be remotely operated. Uses 7" or 10½" N.A.B. reels. 3 channel portable amplifier has high-level mixing.

PORTABLE RACK OR CONSOLE



3 HEADS!

PT63-A TO MONITOR YOUR MAGNECORDINGS

Three separate heads — *erase, record,* and *playback* for monitoring from tape — prevent recording errors. Same high fidelity and flexibility as the Magnecorder PT6-A — the world's most widely used professional tape recorder. New PT63-J Amplifier has separate playback and recording amplifiers to monitor from the tape. Includes 10 watt audio amplifier which also will drive external speaker.

OR CONVERT YOUR PT6-A TO MONITOR

KIT 101

Conversion kit includes a three-head unit, monitor amplifier and power supply to modernize your present PT6-A. Head unit plugs into receptacles for present two-head unit.

Write for latest specifications and prices

Magnecord INC., CHICAGO 1, ILL.

360 NORTH MICHIGAN AVENUE

World's Largest and Oldest Manufacturers of Professional Magnetic Recorders

FCC Actions

(Continued from page 64)

Applications Cont'd.:
side Rds. near Talleyville, Del. (not a move).

TENDERED FOR FILING

AM—920 kc

KGAR Garden City, Kan.—CP AM station to change from 1050 kc 1 kw D to 920 kc 1 kw D.

WCEN Mt. Pleasant, Mich.—Mod. CP AM station to change from 1150 kc 1 kw D to 1150 kc 1 kw unl. DA-N.

June 14 Decisions . . .

BY COMMISSION EN BANC

Multiplex Development Corp., New York, N. Y.—Granted authority to operate developmental broadcast station, for period of 90 days, for purpose of field testing newly developed multiplex system looking to simultaneous transmission of one or more multiplexed aural FM programs concurrently with the emission of main aural program without impairing quality of main program within audio-frequency range between 30 and 15,000 cycles, and without exceeding presently assigned channel widths of FM stations. Applicant is authorized to use same frequency, 97.9 mc (Ch. 250) and installation formerly used by WGYN (FM) New York, which ceased operation April 26. Operation will be with 4 kw, using a 905 ft. ant. between 1 and 6 a.m. and 9 a.m. and noon.

June 14 Applications . . .

ACCEPTED FOR FILING

AM—850 kc

KTBI Tacoma, Wash.—CP AM station to change from 810 kc 1 kw D to 850 kc 1 kw-D 500 w-N DA-N.

AM—1150 kc

Orville L. Jenkins, Quanah, Tex.—CP new AM station 1150 kc 250 w D AMENDED to request 500 w D.

License Renewal

Request for license renewal AM station: KALA Sitka, Alaska; KCLF

(Continued on page 71)

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

MERCURY CODE FLASHER

Only four moving parts which run in lifetime-lubricated ball bearings. No contact points to wear out. Highest quality bronze gears. 3000 watt mercury switch supplied with unit. Speed adjustment, 14 to 52 flashes per minute. Motor separately fused for continuous operation of lights in event of mechanical failure.

OTHER H & P PRODUCTS:
300 MM Code Beacons • Photo-Electric Controls • Obstruction lights • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY
Immediate Shipment Out of Stock
WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

THAT'S a golf club, not a bagpipe, in the hands of Jack Williams, KOY Phoenix's program director. When invited to the first annual golf tournament held by the "Thunderbirds" (special events group of the Phoenix Chamber of Commerce and responsible for Kiva Club), Mr. Williams, who, it is claimed, never held a golf club in his hand before, turned out in full Highland regalia, including kilts.

RADIO SEMINAR

Opens in Urbana July 2

OPPORTUNITIES in the educational broadcasting field will be explored in great detail at a seminar to be July 2-18 at the U. of Illinois, Urbana, under the auspices of the university's communications division and the Rockefeller Foundation's Division of Humanities.

Over 20 authorities in radio and allied fields will meet with educational planning and production figures at the university's Allerton House. Area members of the National Assn. of Educational Broadcasters' executive board will be invited. Among those expected to take part are:

Homer Heck, WMAQ-NBC Chicago; Edward R. Murrow, CBS; Robert Saudek, ABC; Judith Waller, NBC Chicago; Dean Wilbur Schramm, communications, U. of Illinois; Frederick S. Siebert, School of Journalism and Communications, U. of Illinois; President George Stoddard, U. of Illinois and chairman of UNESCO's national commission.

Adds 11 Stations

ADDITION of 11 stations to the *Fight of the Week* hookup was announced last week by Albert J. Sylk, president, Sports Broadcast Network. The network relays a boxing broadcast each Monday night through WPEN Philadelphia to 63 stations in 16 states. New stations are: WCSS Amsterdam, WEBR Buffalo, WEAV Plattsburg, WOLF Syracuse, WJTN Jamestown, WOKO Albany and WHUC Hudson, all New York; WCOM Parkersburg and WSAZ Huntington, W. Va.; WPAM Pottsville, Pa., and WFPG Atlantic City, N. J.

BUS-RADIO GROWS UP

WCTS Reviews Two Years of Transit FM

COMMERCIAL aspect of the "bus-radio experiment" can be chalked up on the successful side, according to WCTS (FM) Cincinnati's review of a two-year Transit Radio operation.

The TR pioneer station, managed by David Taft, reports that its billings increased 250% since last summer, the time when WCTS actually placed its commercial operation on a permanent basis. Its anniversary statement released by Hulbert Taft Jr., brother of the manager and executive vice president, Radio Cincinnati Inc. (WKRC-AM-TV, WCTS), cites these findings:

● Station showed gross billings in excess of $14,000 in May. Total costs, including depreciation and cash payment of $2,300 to the Cincinnati transit system, were $11,000 for the same period.

● List of WCTS accounts for May included 45 local and 4 national advertisers. Among local users were the four largest department stores, most of the amusement field, a number of food accounts and other retail and trade-mark advertisers.

● Station is running about 60% sold out on rates set up to produce an audience at the rate of 75¢ per thousand in 400 equipped vehicles. (There are now 503 FM receivers in daily transit use in Cincinnati, the station points out.)

● According to a Pulse AM survey for April which included a breakdown of FM listening in Cincinnati, WCTS had 34.9 of all FM listeners and led the three other FM stations in the city "by a substantial margin," station says. "No claim was made that the FM home audience was of tremendous proportions, but WCTS claimed in excess of 16,000 quarter hours of listening . . . during the week surveyed [April 1-7]."

Mr. Taft admits that its accomplishment was not attained without "a lot of headaches along the road." Topping these was the development of a bus receiving system which would perform. It took WCTS almost a year and involved "a great deal of money," Mr. Taft said.

David Taft

Frequent tests of TR's sales impact by the station showed results "far more spectacular than anything we have attained in AM. . . ." Mr. Taft also stated that WCTS expects to install an additional 200 receivers next fall and that "we have just begun to scratch the surface in developing this new medium locally. . . ."

Other findings: Transit Radio operation requires just as much management and effort as AM operations; seven engineers effectively handle the maintenance of receivers, and a WCTS operation revision reduced personnel and monthly overhead by several thousand dollars (by taping of half-hour musical segments).

Mr. Taft concluded his report by stating that WCTS expects to go into large scale FM promotion in the home when economics permit. With revenue earned from Transit Radio, he said, "we will show home listeners that those sets [100,000 FM receivers in area] are worth using."

CANADA RATINGS

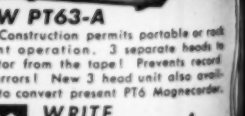
U. S. Shows Top May List

TEN AMERICAN network programs were the most popular in Canada, according to the May national ratings report of Elliott-Haynes Ltd., Toronto. Leading the 33 programs in the evening national rating report were *Charlie McCarthy* rating 30.5, *Amos 'n' Andy* 28.7, *Radio Theatre* 28.6, *Our Miss Brooks* 27.4, *Fibber McGee & Molly* 26.7, Bob Hope 20.6, *My Friend Irma* 20.2, *Twenty Questions* 20.2, *My Favorite Husband* 19.2, and *Great Gildersleeve* 18.1.

In daytime the list of 14 network programs was led by *Big Sister* 15.4, *Ma Perkins* 14.1, *Road of Life* 14, *Pepper Young's Family* 13.9, and *Happy Gang* (Canadian program) 13.1. French-language May evening programs, 18 in number, were led by *Un Homme et Son Peche* 39.2, *Radio Carabin* 29.2, *Metropole* 28.7, *Ceux qu'on Aime* 24.3, and *Jouez Double* 23.5. Daytime French-language programs, 14 in all, were led by *Rue Principale* 27.5, *Jeunesse Doree* 26.7, *Grande Soeur* 21.9, *Maman Jeanne* 20.9, and *Tante Lucie* 20.2.

GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!
New Andrew Multi-V FM Antenna
Andrew CORPORATION 363 E. 75th St. CHICAGO 19 ILLINOIS

KWAT Watertown, S. D. USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE Magnecord INC.
360 N. Michigan Ave. Chicago 1, Ill.

Programs

WOMEN's show, *Your Next Door Neighbor*, which has been aired continuously on WPAY Portsmouth, Ohio, since September 1942, now is being sponsored three times weekly by The Borden Co. Format of 15-minute program, heard 9:45-10 a.m. and featuring Miss Dorothy Folsom, is flexible to permit timely interviews with interesting personalities and worthwhile community enterprises. Program reports on all births in Portsmouth, remainder of Scioto county and Northern Kentucky, as well as news of impending marriages. Additionally, news of 30 civic, church and social groups, including meetings and special events, is reported by station.

WJR Airs History

HISTORICAL vignettes of American history are broadcast by WJR Detroit. Debut of station's Dramatic Clinic and Workshop on WJR's *Know Your America* program has been announced by Harry Wismer, general manager and assistant to president. First program on June 12, 9-9:30 a.m., told story of Dr. Joseph Warren, outstanding patriot of Revolution, noted for his part in Battle of Bunker Hill. Other programs touch on Betsy Ross (Flag Day, June 14), Daniel Webster, and other historical figures. Clinic and workshop, composed of students from public and parochial schools in Detroit area, is designed to give talented high school students opportunity to further expand abilities. Eric Howlett, of WJR's *The Hermit Cave*, is director.

WPTZ at U. S. Open

FOUR CAMERAS employed by WPTZ (TV) Philadelphia on June 10 to bring final rounds of U. S. Open Golf Championship Tournament to NBC-TV audience 5-6 p.m. from Merion Golf Club, Ardmore, Pa. Bill Stern, NBC sports chief, worked from specially constructed platform overlooking 18th green where two cameras were located, one equipped with Zoomar lens. Interviews were handled by golf star Jug McSpaden at edge of green. Third camera mounted atop mobile unit followed play from and traps linking 18th green. Fourth camera focused on public score-board located beside first tee.

KXOB Covers Election

OVER 3,000 residents of Stockton, Calif., area heard recent election returns as staff of KXOB Stockton stayed on air past 2 a.m. broadcasting state-wide and local results. Returns were tabulated and reported as fast as compiled by special group of KXOB personnel. Manager Keith Pinton extended invitations to over 83 candidates to appear on broadcast night of election.

WKRC Gets Rights

EXCLUSIVE contract to broadcast entire U. of Cincinnati football schedule during 1950 season has gone to WKRC Cincinnati, according to Herman E. Fast, general manager. Broadcasts will be sponsored by Cincinnati Division of General Electric Supply Corp., for television and radio dealers. Play-by-play will be handled by Dick Bray.

Stresses Dance Music

THREE-HOUR dance format, claimed by station to be first in its area, inaugurated as Saturday night feature by WATR Waterbury, Conn. All WATR disc jockeys participate. Half-hour segments of *Your Dance Parade* are recorded in advance with fox trots and waltzes getting biggest play.

Elect 'Mr. and Mrs.'

WBUX Doylestown, Pa., has just completed *Mr. and Mrs. Bucks County Grange* program, winning contestants of which were Mr. and Mrs. N. Clarence Rosenberger. Prizes of over $1,000 were awarded to winners and $50 went to Grange sponsoring winning couple. Running for 10 weeks, under local sponsorship, show resulted in 27,654 votes being cast for couples nominated by nine Bucks County Granges.

'Blues Chaser'

MARK SHEELER, funny man of WPIK Alexandria, Va., presented command performance of his original *Blues Chaser Club* fortnight ago on WBBS, Armed Forces outlet at Fort Belvoir station hospital. Attended by patients and personnel of hospital, one-hour show was premier for boys of Fort Belvoir. It will be carried to them every morning by WPIK.

'Operation Bundle'

"OPERATION Bundle" was order of day at WTVB Coldwater, Mich., a fortnight ago. When Sunday 7-7:30 p.m. ranch feature piped direct from Buck Lake Ranch, Angola, Ind., was unavailable because of telephone facility problem, station decided to rely on tape recording. However, tape was not completed until after 6 p.m. and was 22 miles from WTVB. Solution was found by producer who rushed it to nearby airport and "dive-bombed" transmitter building with bundle containing tape. Station reports tape arrived five minutes before program time but cued with seconds to spare by Operator Dick DeFay as show started on schedule.

WLOU's 'Kentuckiana'

WLOU Louisville has new public service series, *Kentuckiana at Work*, which features tape recordings of interviews in various plants visited, plus narration and description to make show complete story of particular industry. Program, designed to show importance of local industry in making community better place in which to live, pays tribute to both management and employes. Workmen are interviewed at occupational spot whether at machine or in warehouse. First broadcast was June 11 and produced at Columbia Mantel Co., Louisville. Series calls for programs to be presented every Sunday, noon to 1 p.m.

Rome Interview

EXCLUSIVE interview with Prof. Enrico Josi, director of excavations at Basilica of St. Peter's in Rome received by WOV New York. Interview, conducted by Thomas B. Morgan, WOV staffer in Rome for Holy Year, took place under shadow of dome of St. Peter's where famous excavations are underway. WOV plans further coverage of work as it proceeds.

LANG-WORTH
FEATURE PROGRAMS
SELL
FOOD PRODUCTS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Picture Albums-Programs

PRINTED PROMOTION

SPECIAL FEATURES

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.

If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.

Wire, call or write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

National Radio Personalities
100 WALNUT STREET
PEORIA, ILLINOIS
Telephone 6-4607

23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Manager for 1000 watt daytime independent in southern market. Must have character, be energetic and able to sell, have ideas for promotion and knowhow to get along with people. Attractive salary plus commission, and opportunity to buy into station, if you produce. Box 481F, BROADCASTING.

Urgent need for commercial manager to take over the commercial dept. of KSIJ 1430-1000 w daytime, Gladewater, Texas. High pressure men with dollar signs for eye balls need not apply. Personal interview preferred.

Salesmen

Wanted—Time salesman for 250 watt middle east network affiliate. Good opportunity. Rush references, full information. Box 471F, BROADCASTING.

New England station has opening for a top salesman. Only station in a retail center of 100,000 persons. The man selected will take over accounts on the station. Every opportunity for making a high income. Must be experienced. State full information and enclose recent snapshot. Box 501F, BROADCASTING.

Experienced time salesman with proven sales record for 5000 watt ABC affiliate in its 20th year. Liberal guarantee with no charge back. Straight 15% when sales equal guarantee. Send photo and details Radio Station KMLB, Monroe, Louisiana.

Salesman, experience not essential, if you are aggressive, know radio and would like to make $400 to $500 monthly. Pleasant working conditions at independent station located in nation's fourth richest dairy county. Contact Harley West for appointment, WABJ, Adrian, Michigan.

Salesman-writer wanted. Emphasis on selling. Market competitive, but good. Salary and commission. WFEB, Sylacauga, Alabama.

Salesman wanted. Send all details H. R. Farrell, WHHH, Warren, Ohio.

Wanted—Salesmen, experienced for 1000 watt fulltime independent in 70,000 market. Tell all, address Don C. Wirth, WNAM, Neenah, Wisconsin.

Announcers

Announcer-engineer who would be interested in becoming program director of small progressive southern station AM and FM. Experience necessary. Box 467F, BROADCASTING.

Wanted—Sports announcer for well-established, local independent in south Florida. Must be topnotch play-by-play for baseball, football and basketball. A thorough knowledge of all sports plus a good personality essential. Must spend considerable time in field to produce good local sports programs and service sponsors. Not interested in beginners or would-be sportscasters. Opportunity for above average earnings with alert, progressive and well financed station. Unless you have a good reputation and are a glutton for work, do not apply. This is a good opportunity for a good man. Letters of application should contain references, recent photo, and be accompanied by disc. Position open in near future. Box 470F, BROADCASTING.

Announcer-engineer: good voice. Middle[illegible] network affiliate. Rush references[illegible] particulars. Box 472F BROADCASTING.

Announcer, program director. Capable, experienced[illegible] voice, pleasing personality. Reli[illegible] family man. Details and disc on request. Box 496F, BROADCASTING.

Experienced announcer. Send disc, photo. Tell all first letter. Larry Filkins, KSCB, Liberal, Kansas.

Announcer with 1st class license. Experienced only. Accent on quality announcing. Send experience, references, disc. WHBY, Appleton, Wisconsin.

Help Wanted (Cont'd)

Announcer for 5000 watt network affiliate. All-round experience, mature, able to build strong morning or afternoon record shows and develop gimmicks, contests and giveaways. $75.00 weekly to start plus talent commensurate with ability. Send complete information, disc and photo. No one considered with less than 5 years bonafide experience. WMAW, Towne Hotel, Milwaukee, Wisconsin.

Wanted by 1 kw independent, experienced announcer-copywriter with emphasis on sports play-by-play. Prefer married man who is aggressive and ambitious. Tell all first letter advising when available for interview. Send photo, audition disc and letter special delivery, WMIX, Mt. Vernon, Illinois.

Production-Programming, others

Program director. Educational station, male, bachelor's degree or better. Complete charge of programming, instruct introductory radio courses, write radio scripts. Send disc, experience, letters of reference. Position open July 15. Salary $3000 to $3200. Box 488F, BROADCASTING.

Situations Wanted

Managerial

Wanted to manage station operating in red. Can produce quick, long-lasting results. Plenty of experience in difficult markets. College education. Excellent references. Box 404F, BROADCASTING.

Manager-commercial manager. Successful, economical and efficient manager with excellent sales record now available. Also write and do programming. Interested only in permanent location. Married. 43 years old. Box 411F, BROADCASTING.

General manager, commercial manager or both. Can not perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 444F, BROADCASTING.

Desire job as manager and chief engineer. Nine years experience engineering and programming. Prefer Michigan. Box 447F, BROADCASTING.

Successful manager-chief engineer and part owner of southern local restless due to routine nature of running well organized money making station. Looking for higher mountains to scale. University graduate, former naval officer and flyer and have sixteen years in radio. Have built two stations and would not object to building more. Fully qualified handle any problem in planning, building, or operating station. Am thirty six, married with fine family. Not interested in peanuts, but if you have problems and cash contact me. Box 460F, BROADCASTING.

Manager available immediately. Have handled all phases of radio—announcing, selling, programming, promotion, writing and engineering. Twelve years experience. Prefer community of 30,000 or less. Active in community affairs. Excellent references. Specialize in organizing close-knit staff able to produce. Box 463F, BROADCASTING.

Assistant manager-chief engineer regional station 15 years experience all phases desires position as manager progressive station. Will assume full engineering department responsibilities. Excellent reputation with personnel. Highest references include well known radio executives, consultants and employers. Box 482F, BROADCASTING.

All-round station man, strong on sales and ideas. Now managing, but handicapped. Satisfaction guaranteed. Write P. O. Box 358, Sylacauga, Alabama.

Situations Wanted (Cont'd)

Experienced radio manager (nine years background including sales and production) wishes managerial job with progressive station. Salary important, but secondary to opportunity. Married. Two children. Excellent references. College graduate with legal procedure and music degree. Aggressive in community and national church activities. Box 508F, BROADCASTING.

Salesmen

15 years experience in selling, management, programming, announcing. Sober, good references, hard worker, producer, want decent overall salary. Good man for good station. Box 364F, BROADCASTING.

Salesman experienced, employed by 5 kw network station. Earning over $5000.00 per year salary desires position with successful station. Outstanding sales record, excellent personality. Ten years successful selling. Desire commission basis, only reason for contemplating change. Prefer west coast. Box 366F, BROADCASTING.

Salesman-announcer. Presently employed. Wants more progressive station. Excellent references. Box 416F, BROADCASTING.

Experienced salesman presently employed interested more progressive station. Excellent references. Box 479F, BROADCASTING.

Salesman-announcer. 5 years agency and package background. Top results copy-production. 6 years announcer, news, emcee, DJ, from 250 watt to New York network. Permanent connection wanted aggressive AM station with television possibilities. Box 494F, BROADCASTING.

Announcers

News—Mature, experienced man with voice, delivery and writing ability, presently employed in executive capacity desires fulltime news job with station which demands the best. Box 288F, BROADCASTING.

Announcer, three years. Top mail pull. Also news, continuity, program, traffic. Answer this and you'll get your money's worth. Prefer west. Box 330F, BROADCASTING.

Experienced news announcer, editor, reporter and writer. Newspaper experience also. Box 385F, BROADCASTING.

Two years announcing experience. Personality disc shows, remotes and news. Want feature show. Box 395F, BROADCASTING.

Announcer, former staff 5000 watt NBC affiliate. Two years college. Produced, sang, emceed amateur shows in Chicago nite clubs. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 420F, BROADCASTING.

Sportscaster-announcer. Experienced all play-by-play sports. University graduate. Available now. Box 445F, BROADCASTING.

Announcer—one year AM experience DJ, news, console. Three months actual studio work producing, directing, camera at TV school in NYC. Seek position in AM or TV. TV preferred. Picture, resume, disc on request. Married, sober, vet. Will travel. Box 455F, BROADCASTING.

Summer announcer graduate of leading radio school. Veteran of Armed Forces Radio. Know RCA board. Will go anywhere immediately. Salary no object. Box 456F, BROADCASTING.

Newscaster-announcer, ten years experience, both writing and delivering. Voice sincere and authoritative. Desire position where family can make permanent home. Audition discs available. Now located in midwest. $75 to $100 weekly. Box 464F, BROADCASTING.

Solid staff man. Thoroughly experienced. Mature. Specialty news. Available immediately. Box 466F, BROADCASTING.

Combo man—Experienced announcer-engineer. Graduate three radio schools. Experienced time salesman. Best references. Photo and disc available. Box 468F. BROADCASTING.

Announcer, radio school graduate looking for start. 1000 w station almost accepted me. Lost out only because of inexperience. Obviously I've got what it takes. Tops in news, commercials and drama. Salary secondary. Box 469F, BROADCASTING.

Experienced and versatile announcer-continuity writer. Complete details upon request. Box 473F, BROADCASTING.

Situations Wanted (Cont'd)

Highly rated emcee, DJ. 5 years experience, now employed CBS affiliate, N.Y. TV experience as emcee. Now conducting popular sponsored audience participation show. Also strong supper disc show. Interested in progressive metropolitan station. Available for personal interview. 27 years old, married. Box 474F, BROADCASTING.

Morning man, combination, ticket, different. 8 successful years. Married. Employed in city of 3,000,000. $90 wk. Box 475F, BROADCASTING.

Announcer-writer with low authoritative voice. 2 years experience in metropolitan area. 2½ years college. 2 family man. Let me produce for you. Disc or tape, photograph and details on request. Box 483F, BROADCASTING.

Pep up your local news coverage with an experienced newspaper reporter and staff announcer. Deep voice, sincere delivery, college grad, 29, single, vet, references. Box 484F, BROADCASTING.

Staff announcer with three years experience in all phases of radio seeks steady position. Good audience building program ideas. Sales minded college graduate, not a floater. Low voice, cooperative, personable. Box 487F, BROADCASTING.

Announcer-engineer. Voice that can sell (8 years experience). 1st phone ticket. Not a 90 day wonder. Box 489F, BROADCASTING.

Experienced staff announcer. Four years fulltime news, mail pull, DJ, copy, play-by-play, board, music, sales. Disc, photo, reference. Contact immediately. Box 491F, BROADCASTING.

I went to school for radio-n-such and now I'd like a job so much. Box 402F, BROADCASTING.

Announcer, four years experience. All phases including disc jockeying, newscasting, play-by-play, special events, copywriting and board. Deep, solid voice and personality that really builds sales. Disc, information on request. Box 493F, BROADCASTING.

Combination man—one year experience includes announcing, engineering, selling. Desire permanent location. Married, settled, car, available immediately. Box 502F, BROADCASTING.

Desire position competent organization. Nine years radio. Accounting and announcing. Box 503F, BROADCASTING.

Chief announcer—Family man desires immediate opportunity. Audition disc, resume. Box 506F, BROADCASTING.

Staff man three years, some network experience. College graduate. 28, single, presently employed. Box 507F, BROADCASTING.

Young man with a voice looking for old station with money. Object mercenary. Two years starving. Box 509F, BROADCASTING.

Versatile announcer — First phone license, available at $90 weekly. Ten years experience. L. O. Brunes, 714 W. 5th Ave., Tillamook, Oregon.

Colored announcer—Two years commercial broadcasting experience, ad-lib and personality shows, write and produce own shows. Race record expert. Send for continuity and disc or phone. Hershell Canno, 2112 Tracey, Kansas City, Mo. Phone Baltimore 5682.

Deep voice, 1½ years experience—narration, news, disc jockey. Good commercials, smooth, punchy, sweet, sour. Write Ted Dragin, 1657 N. Kedzie, Chicago.

Announcer. Experienced, single, 22. Deep resonant voice. Joe Gregg, 2643 S. Trumbull Ave., Chicago 23, Ill. BIshop 7-8247.

Summer relief announcer available immediately. Experience 2 years including MBS affiliate. Prefer N. Y. state or north central states, but will consider good offer elsewhere. Norman Morris, 5829 Woodbine Ave., Phila., Pa.

Announcer—Graduate of one of foremost announcing schools. Who will give a newcomer a chance? Record and photo upon request. Cecil Muir, 219 E. Chicago, Elgin, Ill.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Experienced announcer, program director, ambitious, versatile, available immediately for permanent position. Larry Pribyl, 212 E. Beloit, Salina, Kansas.

Announcer, age 22, will travel, all-round man, good knowledge of hillbilly music, disc jockey, no floater, sober, operate console, commercial man. Available immediately, disc on request. Donald Redanz, Mt. Morris, New York.

Situations Wanted (Cont'd)

Technical

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Chief engineer 250 watter desires same position with 5 kw AM or better, FM or TV. 10 years design, construction, maintenance in broadcasting. Executive and technical ability tops. Best references. Box 398F, BROADCASTING.

Engineer—Employed. Must have job near Philadelphia. Married. Have car. Box 399F, BROADCASTING.

Chief engineer. Presently employed, invites correspondence with progressive broadcaster. Able to handle toughest engineering assignment including multi-element directionals and TV. Excellent references. Box 410F, BROADCASTING.

First phone license, married, veteran will travel. No experience, ambitious. Box 434F, BROADCASTING.

Chief engineer—8 years experience, now chief of 1 kw network affiliate. Prefer north central states. Excellent references. Box 457F, BROADCASTING.

First phone engineer wants permanent position in northeast. Eight months experience transmitter and control board. Two weeks notice. Single, have car. Box 461F, BROADCASTING.

Engineer—Six years experience FM-AM. Interested in permanent position with opportunity to break in as combination man. Mature, married, will go anywhere. Box 462F, BROADCASTING.

Engineer, 23, single, car, 1st phone. Graduate AM-FM-TV training. Desire studio, transmitters or combination work. Consider any location. Box 476F, BROADCASTING.

Combo, 18 months experience, license, family man. Prefer western states. Box 477F, BROADCASTING.

Engineer—Ten years experience in all phases of radio including research. Desires position as chief with small progressive station. Will consider transmitter operator with high power station. Prefer southern Ohio. Box 478F, BROADCASTING.

Engineer—1st phone, single, have car, experienced in broadcast work. Southeastern states. Box 498F, BROADCASTING.

Chief engineer—Are you looking for a thoroughly experienced, reliable, personable chief engineer to improve your operation? One that works with and for the sales and program department? 14 years of experience on 250 w to 100 kw including design, construction and operation. Desire permanent position with a progressive organization. Am looking for a future not a fortune. Available immediately. Box 504F, BROADCASTING.

College student desires vacation replacement transmitter job. Reliable and experienced. Box 238, Poplar Bluff, Missouri.

Young man desires a position as an engineer in a college town. Single, no experience or disabilities. Available at any time and place. W. M. Dickinson, 515 West 5th, Mitchell, S. D.

New first radio telephone license. No previous broadcast experience. Six years cw experience War Department communications network. Prefer midwest. Oliver McPherson, 1826 Walker St., Des Moines, Iowa.

Engineer, first. Inexperienced. Veteran wants permanent position anywhere in U. S. John Phoenix, 1119 23rd St., Des Moines, Iowa.

Production-Programming, others

Women's and children's programming. Experienced in radio and TV. Wrote and acted in own children's show on commercial TV. Experienced in women's and children's programming in radio. Also in commercial copy and public service and dramatic writing. Theatrical training. B.S. Degree from leading eastern college. Ideas galore and shows ready for airing. Prefer TV. Will work anywhere. Box 409F, BROADCASTING.

PD-newscaster, A.P. experience, college, family, employed midwest, metropolitan, regional indie, wants fair deal. Yours? Travel. Box 421F, BROADCASTING.

Situations Wanted (Cont'd)

Experienced man — Five years with commercial radio; looking for PD job with station any size. College graduate with highest references in the business. Have handled announcing, programming, continuity, promotion, sales, production, traffic, etc. Yes, can operate any standard board. Box 428F, BROADCASTING.

Experienced promotion man, presently employed, wishes to devote fulltime to promotion at a well established station. Box 459F, BROADCASTING.

News editor desires position with progressive regional station. Also will consider TV opportunity. Versed in newsroom organization and special events. Two years experience. College journalism graduate. Presently employed. Married, 27. Box 480F, BROADCASTING.

Program director-announcer, six years experience, including program director Chicago-New York City. Background also covers music, copy and production —high Hooper Chicago programs. Top-flight references. Age 25—married. For details, disc, photo, write Box 485F, BROADCASTING.

If you are in New York or vicinity and need a gal who can do really provocative women's shows, children's or record shows, write programs and copy, it's Box 490F, BROADCASTING.

Newsman seeking station demanding top coverage. Three years radio reporting, rewrite, special events. Daily newspaper background. References, disc available. Box 499F, BROADCASTING.

News writer. University graduate in journalism. Thoroughly trained in all phases of radio work. Familiar with wire service. Wrote and announced news on campus station three years. Will travel anywhere. Box 500F, BROADCASTING.

Small market managers. News, commercial and script continuity writer-editor. Some announcing. Enthusiastic, reliable. Denver University radio graduate. Experienced. References. Single, 22. Available now. Davis, 3601 East Seventh Avenue, Denver.

Television

Announcers

Desire opportunity in TV station. SRT-TV and Radio Announcing graduate. Dale Carnegie Course graduate. College graduate. Single, 26, car. Box 383F, BROADCASTING • *TELECASTING.*

For Sale

Stations

250 watt independent. One-station city of 9,000. Rough, but profitable; young and growing. Established 1948. Middle Atlantic area. Clear at $40,000 cash. No broker. No television in sight. Save time. Tell all first letter. Box 429F, BROADCASTING.

For sale—One kw daytime station in midsouth U. S. Can go fulltime. Box 486F, BROADCASTING.

California 1000 watt fulltime regional in excellent market now reorganizing. Unusual opportunity available to parties interested acquiring controlling interest in well constructed station, with abundance of good will in community. Address Owner, Post Office Box 486, Inglewood, California.

For sale—2 complete WE-109A pickup arms with equalizers and 4 heads. KOMW, Omak, Washington.

For sale — 300 foot Blaw-Knox triangular, uniform cross-section guyed tower. Complete with hardware, base insulation, guy insulations, obstruction lights and beacon. This tower is new and in good condition and available for inspection or immediate shipment. Blue prints of guy anchor foundations and all necessary erection information will be furnished. Write Chief Engineer, KRLD, Dallas for further details.

Presto 6N recorder, excellent operating condition. Make offer to KXOA, Sacramento 15, Calif.

General Electric 2000 megacycle microwave television relay system consisting of type TT-13-A transmitter and type TR-2-A receiver. Equipment rack type, new and unused. Chief Engineer, WBAP-TV, 3900 Barnett St., Ft. Worth, Texas.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

Stations

Wanted to buy, radio station in middle Atlantic area, daytimer or fulltime local, no agents. Box 497F, BROADCASTING.

Equipment, etc.

Universal, RCA 73-B, recording lathe. Presto or Altec 50 watt recording amplifier. RCA turntables. Magnecorder tape recorders. Box 458F, BROADCASTING.

Wanted—Used towers, transmitter for 5 kw installation. Five guyed towers, overall height 200 feet above base insulators, equipped with A-3 lighting. Transmitter should be recent model. Please give complete information, manufacturer's name, model number, age, date last used, condition, location, whether available for inspection, price. Box 495F, BROADCASTING.

Used 250 watt AM transmitter—RCA preferred. State price, age and condition first letter. Box 505F, BROADCASTING.

Miscellaneous

Davis Frequency Measurement Service —111 S. Commercial, Emporia, Kans. Phone 2709.

Help Wanted

Production-Programming, others

PROGRAM DIRECTOR WANTED

If you have been a successful program director for at least five years; have ideas, energy and the know-how to build high Hoopers; if you can build shows that will sell; if you know music, copy, production; if you have the type of executive ability which gets results, without antagonizing others; if you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5000 watt station—send us complete details about yourself, including past positions, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 367F, BROADCASTING

Situations Wanted

ABILITY AVAILABLE

We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE

9th and Chestnut Streets

Philadelphia 7, Pa.

Situations Wanted (Cont'd)

Managerial

If you're seeking the *right* man to manage your small station you'll be interested in employing a young man with college education, well-grounded in all phases of the broadcasting business. Eight years experience in midwest as highest paid air man in 125,000 four station market. MC, writer, salesman, program director, promotion manager and assistant manager on 5 kw network affiliate.

BOX 465F, BROADCASTING

School

LELAND POWERS
SCHOOL OF
RADIO and THEATRE

Comprehensive 2-year course in Radio and Theatre Arts

Announcing — *Theatre*
Newscasting — *Television*
Advertising — *Acting*
Script Writing — *Make-Up*
Radio Music — *Voice*
Production — *Diction*
Station Routine

Faculty of Professionals
Send for list of available graduates.
HAVEN M. POWERS
25 Evans Way, Boston 15, Mass.

'NEW LOOK'
Hub Highlights Radio, TV

FASHION PLATE of Boston newspapers' radio-TV pages is taking on a new look, according to reports from that city. This includes the appearance of the Hub's first daily column on the media since the end of the war and an increase of two or more pages devoted to the subject in Sunday editions.

The extra space apparently is due considerably to the potent emergence of television on the Boston scene and, subsequently, radio is reaping benefits as well. Dramatic evidence of reader interest in TV is shown in results of a poll taken by the *Boston Sunday Advertiser*, where a radio-TV columnist asked readers to indicate favorite video shows in various categories. Response reportedly climbed into the thousands.

Other signs of the times in Boston are "must" requests by advertisers for ads to be placed on the radio page, addition of a radio-TV column by the *Evening American*, a weekly TV log by the *Sunday Post* and an increase in its radio-TV pages, day-by-day highlights of TV programs in the *Sunday Herald* and increase in the *Herald's* daily radio-TV columns and radio-TV news and features by the *Globe*.

SECOND ANNUAL Frolics of American Federation of Radio Artists, Los Angeles area, will be held June 26 at Los Angeles Breakfast Club. Proceeds will be used to send three to five additional delegates to AFRA convention to be held Aug. 10-13 at Sheraton Hotel, Chicago.

RETAILER BOOKLET

Issued by BAB

NEW booklet, *How Radio Gets Results for Retailers*, was released last week by Broadcast Advertising Bureau. The booklet gives a detailed report based on entries in the 1949-50 radio competition of the National Retail Dry Goods Assn. and the National Assn. of Broadcasters.

Describing the booklet, Maurice B. Mitchell, BAB's director, said it is "a valuable review and morale-builder for a station's sales staff. . . ." An introduction to the booklet was written by Howard P. Abrahams, sales promotion manager of NRDGA, enumerating 12 reasons why the use of radio advertising by retailers is increasing.

Meg Zahrt, assistant BAB director and retail specialist, comments in the booklet on why retailers should "capitalize on radio's personal appeal. . . ."

BAB will follow the new booklet with a series of similar ones devoted to retail radio users.

HAAS ELECTED

Heads Nebraska Newsmen

THEODORE L. HAAS, KOIL Omaha news director, was elected president of the Nebraska Assn. of Radio News Directors at its second annual convention in Omaha late last month. Meeting featured speeches by Attorney General J. Howard McGrath, Nebraska Gov. Val Peterson and Jack Shelley, WHO Des Moines, president, National Assn. of Radio News Directors.

Mr. Haas

A highlight of the two-day convention was a panel discussion on "What Newspapers Think of Radio News Now," with participants Alexis McKinney, assistant to the publisher, *Denver Post;* Kermit Hansen, assistant business manager, Omaha *World-Herald*; Herbert Kelly, news editor, Des Moines *Register*.

'RADIO SAVINGS DAY'

Augusta Stations Dramatize Radio Selling

SELLING radio to Augusta folk are (l to r) Jack Jopling, chief engineer, WGAC; Hank Pointel, program director, WRDW; the auctioneer; Jim Ayres, commercial manager, WRDW; Martin White and Harold Marler, account executives, WGAC; Steve Manderson, commercial manager, WJBF; Bill Smart, sales manager, WRDW; Warren Hites, program director, WGAC and John Watkins, general manager, WBBQ.

* * *

STATIONS in Augusta, Ga., dropped individuality in a recent test of the combined selling strength of radio as an advertising medium. Force of the promotion for "Radio Savings Day" over all four outlets—WBBQ WGAC WJBF WRDW—set the community in a wave of buying at retail stores.

Retailers reported the largest crowd of shoppers since Augusta's record Christmas season of 1948 with increases in business ranging from 10 to 25%. One local furniture store reported an unexpected jump in dollar volume estimated at 50% above the same week last year.

"Radio Savings Day" was planned by the stations in cooperation with some 40 retailers in the downtown shopping area. The city proper and the surrounding trading area in Georgia and South Carolina were appealed to by radio messages beginning on the Wednesday of the promotion week. Preceding days were given over to "teasers."

By Thursday, opening day, crowds jammed the city. Saturday, an estimated 40,000 shoppers packed downtown streets and stores. Incentive to the shoppers was to use of "radio money" which was sold at a ratio of $100 to every real $1 spent in shopping during the campaign. The "radio money" was issued by the stations and distributed through the stores.

Climatic windup of the campaign was held Saturday at 6:30 p.m. when 2,000 persons took part in an auction using their "radio money." Larger items of merchandise sold at the auction were obtained from manufacturers and distributers in return for radio publicity; the smaller items for the most part were purchased direct by the stations.

Retailers already have expressed their enthusiasm by asking for another such campaign in the near future. The stations feel they have proved that radio advertising can do a bigger and better job of building retail traffic at lower cost.

'TALKING COW'

Broadcast Booms WSAV Mail

LISTENERS to WSAV Savannah's early-morning *Country Cousin* program have been deluging the station with thousands of letters—ever since "Cousin Bee," hillbilly m.c., read a letter from a South Carolina farmer who claims he has a talking cow.

Station reports it has created such a stir throughout the area covered by WSAV that "Cousin Bee" has promised listeners he will try to track down the cow and put her on the air.

Meanwhile, hundreds of people have reported driving around Ashepoo, S. C., where the cow is supposed to be grazing to see if the talking bovine is just another "shaggy dog" fable, according to WSAV. *Country Cousin* is aired daily from 6 to 7 a.m.

WEBSTER COPY

Draws Station Protests

SIX announcements promoting three-speed replacement units for record players, submitted by Webster-Chicago Corp., have drawn protests from some stations to which they have been sent on the ground that they actually are advertising copy.

George H. Jaspert, WCCM Lawrence, Mass., suggested that any AM, FM or TV station carrying the free announcements "makes an out and out contribution in cutting down or reducing its own audience and that of other stations since the more record players in use, particularly LPs, the smaller the tuned-in audience for the broadcaster."

In submitting the copy, Webster-Chicago Corp. stated, "Because so many of your listeners are record fans, we think these non-commercial comments on the three-speed record situation and the problems of your listeners in respect to them will be of interest. These comments, for use between records on record programs, are yours to use or adapt to suit your needs. We hope you will find them helpful."

A sample announcement:

Radio stations have had to insist on high fidelity recording when they transcribed radio shows or commercials so for years they have been using the slower speed records. Finally the record companies figured out a way to make such recording techniques available to the public and that's what you get with your 33-⅓ and 45 r.p.m. records—less surface noise and much greater clarity. If you have one of those new three-speed record-changer units in your phonograph you know what we mean. Those of you who haven't yet replaced your one-speed phonograph can hear what we are talking about on record, recorded at 33-⅓ revolutions per minute just like radio transcriptions.

RINGSON NAMED

Heads Georgia Group

RAY RINGSON, manager of WRDW Augusta, has been elected president of the Georgia Assn. of Broadcasters. He assumes office July 1, beginning of the new association year, and succeeds Edwin Mullinax, general and commercial manager of WLAG LaGrange.

Other newly elected GAB officials are: Ben Williams, WTOC Savannah, vice president; Fred Scott, WKTG Thomasville, secretary-treasurer; L. H. Christian, WRFC Athens, and Shed Carswell, WSFT Thomaston, directors. Mr. Williams is the association's retiring secretary.

Ohio U. Ad Meet

OHIO STATE U.'s annual advertising and sales promotion conference Oct. 6-7 will be jointly sponsored by the school and Fifth District of the Advertising Federation of America, it was announced last week. Dr. Kenneth Dameron, general conference chairman, said that the first day's program will include addresses, clinics and other meetings. Second day's program will be business sessions.

$25,000.00 Opportunity

Due to certain favorable circumstances that make possible a plan of financing far more liberal than usual, a capable operator can obtain 100% ownership of a valuable facility for $25,000.00 down payment. This station is located in a very desirable eastern market with high retail sales and per family income considerably above the average. The profit opportunities in this situation are large.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 66)

Applications Cont'd.:

Clifton, Ariz.; KCLA Pine Bluff, Ark.; KKIN Visalia, Calif.; WICH Norwich, Conn.; WFTL Fort Lauderdale, Fla.; WGRC Louisville, Ky.; WIDE Biddeford, Me.; KMHL Marshall, Minn.; WJQS Jackson, Miss.; WMBC Macon, Miss.; WHUN Huntington, Pa.; WORD Spartanburg, S. C.; WGAP Maryville, Tenn.; WHLF South Boston, Va.; WBOB Galax, Va.; KYAK Yakima, Wash.; WBIZ Eau Claire, Wis.; KTUC Tucson, Ariz.; KCOY Santa Maria, Calif.; KSTP Sandpoint, Ida.; WJLB Detroit, Mich.; WTCM Traverse City, Mich.; KCOW Alliance, Neb.; KTMC McAlester, Okla.; KRUN Ballinger, Tex.; KEYE Perryton, Tex.; KTEM Temple, Tex.; WGIL Galesburg, Ill.; KCOG Centerville, Ia.; WSLB Ogdensburg, N. Y.; KWON Bartlesville, Okla.; WARM Scranton, Pa.; WATW Ashland, Wis.

License for CP

WNOE New Orleans—License for CP AM station to change frequency, increase power etc.

WCLI Corning, N. Y.—License for CP new AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KMAR Bakersfield Calif.; KGDM-FM Stockton, Calif.; WAVZ-FM New Haven, Conn.; WACE-FM Chicopee, Mass.; WGOR Fort Lauderdale, Fla.; WARM-FM Scranton, Pa.

License Renewal

WNYE New York—Request for license renewal noncommercial educational FM station.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WATV Newark, N. J.; WXEL Parma, Ohio.

TENDERED FOR FILING

SSA—1590 kc

KPRS Olathe, Kan.—Request for SSA on Aug. 1, and Nov. 7 to operate additional hours on 1590 kc with 500 w. for special election return broadcast.

SSA—1400 kc

KUNO Corpus Christi—Request for SSA on 1400 kc 200 w unl. for period of 47 days beginning June 15 and ending with present license period.

AM—1400 kc

KFDR Grand Coulee, Wash.—Mod. CP new AM station to change from 1400 kc 250 w SH to 1400 kc 250 unl.

APPLICATIONS RETURNED

Request for license renewal returned: WDWS Champaign, Ill.; KXGN Glendive, Mont.; WHCC Waynesville, N. C.

WCAV Now Fulltime

WCAV Norfolk, Va., last Thursday switched to fulltime operation with 1 kw on 850 kc. Station, which had operated with 1 kw daytime only on 860 kc, received authorization from the FCC to change its power and frequency earlier this year. Changeover was celebrated yesterday (Sunday) by a studio party.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 15

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,116	175		303	277
FM Stations	698	495	241	3*	18	13
TV Stations	105	40	69		352	182

* Two on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Piedmont Bcstg. Co., Greenville, S. C. and William M. Drace, Greer, S. C.—Announced final decision to grant application of Piedmont Bcstg. Co., for new station at Greenville on 1490 kc, 250 w unlimited (cond.). Denied for default application of William M. Drace for station at Greer for same facilities. Commissioners Coy, Jones and Sterling not participating. Final decision June 13.

ORDER

Savannah Bcstg. Co., Savannah, Ga., and Brennan Bcstg. Co., Jacksonville, Fla.—Adopted order to grant petition of Savannah Bcstg. Co., Savannah Ga., request for continuance of oral argument now scheduled for June 19 to July 28; re application and that of Brennan Bcstg. Co., Jacksonville, Fla. Order June 13.

Non-Docket Actions . . .

TRANSFER GRANTS

KVOP Plainview, Tex.—Granted assignment of license from W. J. Harpole to corporation KVOP Inc., in which Mr. Harpole holds 998 sh. of stock and newcomers Kermit S. Ashby and Rial L. Campbell each have 1 sh. for which they pay $100. Mr. Ashby is part owner of KPET Lamesa, Tex. and Mr. Campbell is business manager KVOP. KVOP operates with 250 w fulltime on 1400 kc. Granted June 12.

WWEZ New Orleans—Granted assignment of license from A. L. Chilton, Leonore H. Chilton and Ralph James Wood, partnership d/b as Sky Bcstg. Service to WWEZ Radio Inc. Sky Bcstg. Service is licensee of KSKY Dallas, Tex. and transfer provides simplified operation of stations as entities. WWEZ is assigned 5 kw fulltime on 690 kc, directional. Granted June 12.

Deletions . . .

FOUR AM and two FM authorizations reported deleted by FCC last week. Total deletions to date: AM 25; FM 66; TV 2.

WJBA Sparta, Wis.—William M. Gleiss. CP June 12. Request of permittee.

WBKA Brockton, Mass.—Cur-Nan Co. License June 7. Request of licensee.

KPYL Puyallup, Wash.—W. Gordon Allen. CP June 14.

WNCA Aiken, S. C.—Aiken-Augusta Bcstg. Co. CP June 6. Request of permittee.

WCIF-FM Madisonville, Ky.—Madisonville Bcstg. Co. License June 7. Transfer to Messenger Bcstg. Co., Madisonville.

WBKA-FM Brockton, Mass.—Cur-Nan Co. License June 5. Request of licensee.

New Applications . . .

AM APPLICATIONS

Tacoma, Wash.—Tribune Pub. Co., 1400 kc, 250 w unlimited. Estimated construction cost $18,900. Tribune Pub. Co. is licensee KTNT FM outlet in Tacoma. Alton F. Baker, stockholder, is also president, director and minority stockholder KERG Eugene, Ore. Filed June 12.

Columbia, Ky.—Tricount Radio Bcstg. Corp., 1270 kc, 1 kw day. Estimated construction cost $15,827. Principals include Owen Guy Wooten, Wooten's Recreation Hall and Restaurant, 11% plus; Shiley Clayton Bybee, owner Bybee's grocery store, 11% plus; there are 28 minor stockholders, all local residents. Filed June 9.

Matewan, W. Va.—Three States Bcstg. Co., 1360 kc, 1 kw day. Estimated construction cost $18,791.02. Principals in Three States include: Fred A. Staples, pastor Striker Bible Church, president and general manager 25%; Fred L. Morningstar, assistant director Southern Highland Evangel Inc., Biggs, Ky., vice president 25%; Joseph P. Pickering, owner 25% stock in wholesale plumbing and heating business, treasurer 25%; Donna M. Bjork, 25%. Filed June 9.

Sparta, Wis.—Victor J. Tedesco, 990 kc 250 w day. Estimated construction cost $15,728. Mr. Tedesco is station manager WSHB Stillwater, Minn.; 15% interest WKLK Cloquet, Minn.; 25% interest in South St. Paul Bcstg. Co., applicant for new station and 10% interest in Owantonna Bcstg. Co. applicant for Owatonna, Minn. Resubmitted. Filed June 9.

TRANSFER REQUESTS

KNBY Newport, Ark.—Assignment of license from Charles William Craft and Harold L. Sudbury d/b as Newport Bcstg. Co., licensee, to Newport Bcstg. Co. a corporation. Applicants desire corporate form to promote more practical operation of station. KNBY is assigned 1 kw day on 1280 kc. Filed June 9.

KEPO El Paso, Tex.—Assignment of license from KEPO Inc., licensee to KWFT Inc. Stockholders in both corporations are virtually identical and their respective holdings are almost the same. Operation of both stations by one corporate entity will permit economy of operation and greater ease in administration. KWFT Inc., is licensee KWFT Wichita Falls, Tex. KEPO is assigned 5 kw fulltime, directional, on 690 kc. Filed June 14.

WPCF Panama City, Fla.—Assignment of license from Edward G. Holmes and E. L. DuKate, partnership d/b as Bay County Bcstg. Co. to new corporation Bay County Bcstg. Co. Inc. Mr. Holmes and Mr. DuKate retain 96.8% interest and newcomer J. A. Smith buys 3.2% for $500. Mr. Smith is local businessman with community interests. WPCF is assigned 250 w fulltime on 1400 kc. Filed June 14.

WKJF (FM) Pittsburgh, Pa.—Assignment of licensee from West Virginia Radio Corp., to Agnes J. Reeves Greer, individual, for $71,250. Mrs. Greer is principal stockholder in corporation, which is licensee of AM outlet WAJR Morgantown, W. Va. WKJF has been a money loser since 1948 and anticipates greater losses in 1950. Mrs. Greer will relieve corporation of liability. WKJF is assigned Ch. 229 (99.7 mc). Filed June 12.

RELIGIOUS SHOWS
Receive Radio Trophies

FIVE religious programs earned trophies at the annual Radio Institute conducted by the National Religious Broadcasters Assn. at Valparaiso (Ind.) U. June 13. Top three shows in the national transcription class were *The Light and Life Hour*, which won first place for the third year; *Showers of Blessings*, and *Revival Time*. *Quizpiration* was chosen the best show with novel techniques, and *Student Radio Workshop* earned for the second year the rank of "best youth show" for WPTL-FM Providence, R. I.

Storm Whaley, manager of KUOA Siloam Springs, Ark., was contest judge. Rev. Dr. Myron F. Boyd, director of the *Light and Life Hour* and new NRB president, spoke at the presentation banquet. Dr. Sherman Lawton of the radio department at Oklahoma U. talked on "A Lesson in Aural Style" and "Who Is Your Audience?"

FOR SOME INTERESTING INFORMATION ON RADIO IN
IOWA,
PLEASE SEE PAGE 27 OF THIS ISSUE

Mr. Frank Gilday
Cunningham and Walsh
New York City

Dear Frankie:

I wuz down at th' Kanawha County Court House t'other day an' I heerd sumpthin' mighty important fer a feller like you ter know; Y'see, th' hometown uv W C H S, Charleston, West Virginny, is in Kanawha County, so thet's why this is so important. Now, you fellers is interested in anythin' thet sounds like bizness is good so lissen ter this: th' county clerk sed thet folks wuz a buyin' so many more thin's this year then last thet his receipts fer recordin' contracts, deeds, etc. is way up. In fack, fer th' month uv May, his takin's wuz more'n 25 percent over May uv 1949. Now, Frankie, thet's a sizeable increase fer a town thet had good bizness last year this time, too. It means thet this is a good place ter advertise whut you've got ter sell, and remember—WCHS with her 5000 watts on 580 really kin carry yer message fer yuh.

Yrs.
Algy

W C H S
Charleston, W. Va.

I want my own copy of

ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Nat'l Press Bldg. Washington 4, D.C.

Counsel Clash

(Continued from page 19)

presented by FCC witnesses at the first hearing.

He denied he has received or will get any "bonus" from Mr. Richards for his activities in connection with the hearing.

He said he has been general manager of KMPC since January 1941 and that his present salary is $18,000 a year.

Witnesses subpenaed by FCC for appearance this week included Frank E. Mullen, board chairman of Jerry Fairbanks Inc. and former president of the Richards stations; John Baird, program supervisor of KMPC; James H. Quello, promotion-publicity director of WJR, and Rowena Geraghty, secretary to Mr. Reynolds.

Mr. Reynolds, who was expected to be on the stand through Wednesday (June 21), was questioned in detail about facts surrounding a dinner in Los Angeles attended by officials of the three Richards stations on Jan. 26, 1948. As that happened to be Gen. Douglas MacArthur's birthday, he said KMPC had arranged a special salute to the general and the program was tuned in during the dinner.

In the midst of this otherwise laudatory broadcast, Mr. Reynolds asserted, Clete Roberts, then KMPC director of public affairs, gave a pessimistic report on Gen. MacArthur's health. As a result, the witness continued, Mr. Richards reprimanded Mr. Roberts in front of other guests.

In the previous hearing Mr. Roberts, testifying as an FCC witness, dwelt at length on Mr. Richards' anger at what he said the station owner considered defiance of "orders" always to present Gen. MacArthur in a "favorable light" on KMPC broadcasts.

Mr. Reynolds testified that the station owner was a great admirer of Gen. MacArthur and "became very angry when this material was included in the birthday salute."

Questioning on the MacArthur incident alone consumed about an hour and a half, Examiner Cunningham finally interjecting that "I think you are dwelling too long on this subject."

Mr. Reynolds' ownership of KMPC stock was the subject of extensive examination, with Mr. Cottone frequently questioning the KMPC executive's answers.

Dr. Thomas, called to testify on the question of Mr. Richards' health, said he had treated him for a heart ailment since 1938, examining him "several times a year."

"Don't you think that if Mr. Richards can attend sporting events, night clubs, parties, and take trips to the desert, he can come to this hearing?" Mr. Cottone wanted to know.

The heart specialist said Mr. Richards did those things against his advice but that such activities were safer because they are forms of recreation—"and this hearing could not be called recreation."

Dr. Thomas said he "told Mr. Richards in 1939 to get out of some of his business activities or he'd keel over one these days. He had too many irons in the fire."

Dr. Thomas was asked to produce records and cardiographs to substantiate his statements on Mr. Richards' physical condition.

The hearing, expected to last for several weeks and to include sessions at Detroit and possibly Cleveland, involves charges that Mr. Richards ordered newsmen to slant news according to his personal political and social views—particularly against members of the late President Roosevelt's family and certain minority groups. Mr. Richards' plan to transfer control of the three stations to a trusteeship is at stake, along with the station's renewal applications.

The Commission's order granting the General Counsel's appeal for reversal of the Examiner's ruling on the order of procedure was adopted on a 4-to-1 vote in a special meeting Monday.

"It is our opinion that a balancing of the equities in this case requires a conclusion that the original order of proof should remain in effect, at least for the Los Angeles hearing," the majority said.

Hearing Order Question

They said the General Counsel, "out of an abundance of fairness to the applicants," agreed to proceed first in the original hearing, and that counsel for Mr. Richards failed to give due notice that they wished to proceed first in the new hearing.

"It was not the General Counsel but the applicants who precipitated the present conflict by their request for a *de novo* hearing," the majority said," and although the Commission acceded to their request, they cannot be permitted to change the prior procedure in the presentation of testimony."

The majority claimed the Commission's power to adjourn the hearing while deciding the General Counsel's appeal stems from rules giving FCC the right to review an examiner's rulings.

Comr. Rosel H. Hyde dissented, contending "the Examiner's exercise of his discretion should not be over-ruled." He joined the majority, however, in voting to deny Mr. Fulton's request to be heard in oral argument on the procedure question. Oral argument, the majority held, "would serve no useful purpose."

The majority consisted of Acting Chairman Paul A. Walker and Comrs. E. M. Webster, George E. Sterling, and Frieda B. Hennock. Chairman Wayne Coy and Comr. Robert F. Jones were absent and did not participate.

Mr. Fulton, leaving Washington for Los Angeles shortly after the decision was announced, dispatched a sharp telegram to Chairman Coy protesting the "capricious and high-handed interference with the proceedings."

"This is a poor beginning of the hearing and certainly casts grave doubts upon the Commission's intention to provide a fair and impartial hearing," he wired, adding: "I hope that this interference with Examiner Cunningham in his conduct of the hearings will not be continued."

Mr. Fulton asserted:

. . . [The Commission's action] is a violation of the Commission's own rules and of the Administrative Procedure Act. It unfairly throws a great burden and expense upon radio stations KMPC, WJR and WGAR and it unfairly denies them an opportunity to tell the public the facts in this case—after they have been subjected to scurrilous insults and innuendoes for more than two years.

The refusal to hear me as to the facts in this case before deciding it, after I had flown across the continent for that purpose, contrasts most clearly with the precipitous haste to grant the adjournment requested by the Commission's General Counsel.

It was sufficient for him to telephone his assistant and obtain action without regard to the Commission's lack of knowledge of the record and without regard to the disruption of the plans of witnesses involved.

YOUNGEST and the oldest "amateur disc jockeys" on KXLY Spokane's disc show *Houseparty*—Ora Day (l), 63, and Barbara Ann McBride, 4—get ready to compete for the honor of being named by listeners as favorite d. j. of the week. Cuing Barbara is Disc Jockey Warren Durham.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new
5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

TAX PROPOSAL

May Hit School Stations

A PROPOSAL to tax profit-making business enterprises of certain educational institutions—including their commercial radio stations—was under consideration by the House Ways and Means Committee last week.

Although committee authorities declined to make public details of the proposal, it was understood that stations and other enterprises of religious institutions would be exempt under the plan.

There was no indication, however, as to where or whether the proposal would draw the line between commercial stations operated by lay schools and colleges and those operated by religious institutions.

The plan under consideration was said to provide that educational and charitable organizations be taxed up to 38% on their profit-making "unrelated" activities.

The committee meanwhile voted for a 10% tax on the declared dividends—not corporate earnings—of farmer and other cooperative organizations, whose activities in some instances include broadcast stations.

Distinction Necessary

If the committee finally votes to tax educational institutions, its distinction between educational and religious educational schools presumably will determine whether the tax should be applicable to such stations as WWL New Orleans, KGA Spokane, WEW St. Louis and KWBU Corpus Christi, which are operated by religious schools, as well as to WGST Atlanta, WHCU Ithaca, and other stations of lay institutions.

The committee also approved a provision whereby residents of Puerto Rico—where *Duffy's Tavern* currently is produced for network presentation in the U. S.—would be subject to taxes on income from the mainland and foreign countries (but not from Puerto Rico) under the U. S. income tax laws. Any individual who would be exempt from U. S. tax on income earned in Puerto Rico would have to qualify as a bona fide resident of Puerto Rico.

The committee meanwhile confirmed a prior agreement to reduce from 6 to 3 months the period of time which an asset must be held to qualify for the reduced capital gains tax, which has figured in several recent network talent acquisitions. But the committee rescinded an earlier tentative agreement to reduce the effective tax on such capital gains from 25 to 16%.

Prospects of Congressional action on a tax bill at this session remained problematical. The committee hopes to whip its proposals into bill form within about 10 days, but Congressional leaders appeared doubtful of securing passage before the early-August target date for adjournment of Congress.

Upcoming

June 21: MBS regional meet, Hotel Seelbach, Louisville.
June 22: American Television Society, Hotel Roosevelt, New York.
June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.
June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.
June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.
June 28-30: Assn. of Independent Metropolitan Stations Convention, Miami, Fla.
June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.
July 6-8: South Carolina Broadcasters Assn. Ocean Forest Hotel, Myrtle Beach.
July 11-14: First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif.
Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.
Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.
Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.
Oct. 6-7: Ohio State U.'s annual advertising and sales promotion conference, Columbus.
Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.
Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

COLUMBIA RECORDS Inc. announces new low-cost LP changer attachment, designed to play all sizes of 33⅓ LP records automatically.

RETIRING as president of the American Red Cross Denver chapter, Lloyd E. Yoder (r), general manager of KOA Denver, receives a plaque from local members in recognition of two years of "outstanding service." Presenting the award on behalf of ARC Denverites is Mason Knuckles, newly elected president.

KTAR'S PYLE

To Run for Ariz. Governor

J. HOWARD PYLE, program director of KTAR Phoenix, has been drafted by both the Republican State Central Committee and Young Republicans of Arizona to run for governor. The Democrats have five candidates running in the September primary. So far, no other Republican candidate has announced.

Mr. Pyle

Associated with KTAR for the past 20 years, Mr. Pyle, as a war correspondent, was among the first radio men to arrive in Tokyo at the close of the Pacific campaign. He was appointed public relations director for Gen. Jonathan M. Wainwright on the latter's trip back to Washington following the signing of surrender terms by Japan.

WHOL ALLENTOWN

Elects Bauman President

HENRY K. BAUMAN, Allentown, Pa., postmaster, was elected president and Victor C. Diehm, president and general manager, WAZL Hazleton, Pa., was re elected vice president and director of Allentown Broadcasting Corp. (WHOL Allentown), at the firm's annual stockholders meeting last Tuesday.

Mr. Bauman, formerly treasurer, succeeds Lewis Windmuller who has resigned as president of the corporation. Also re-elected was Charles G. Helwig, local attorney and secretary and director of the firm. Mr. Helwig also becomes treasurer, replacing Mr. Bauman. Messrs. Bauman and Helwig were re-elected as directors as was Edmund H. Scholl. Hazleton stockholders Helen M. Deisroth, George M. Chisnell, E. H. Witney and Mr. Diehm attended the meeting as did stockholders from allentown and Washington.

KENTUCKY MEET

Hardy Will Discuss NAB

NAB'S FUTURE will be discussed by Ralph Hardy, director of government relations for the association, at the 1950 meeting of the Kentucky Broadcasters Assn. Thursday and Friday in Louisville at the Hotel Seelbach.

Other speakers will be Robert T. Mason, president of WMRN Marion, Ohio; Louis J. Bosse and Willis Munro, Kentucky industrialists, and George Partridge, radio director of the Kentucky State Fair. Also on the agenda is a sales clinic, with Edwin E. S. Weldon, vice president of WKYW Louisville, as chairman; a BMI program clinic, and a panel discussion on "How To Hold Operating Cost Under Income," led by W. T. Isaac, president of WHIR Danville, Ky.

The 1950 meeting will be dedicated to BMI, which is observing its 10th anniversary this year.

In addition to the meeting of Kentucky broadcasters, Hotel Seelbach will be the scene of a regional Mutual meeting this week, with Frank White, network president, scheduled to attend. Mutual affiliates within a range of 200 miles of Louisville will be represented at an afternoon session Wednesday. The MBS men have been invited to remain for the state association meeting, according to Hugh O.

"LOOK . . . Here's Your Answer"
The BOARDMASTER Tells You at a Glance

Save time and prevent errors with the BOARDMASTER Visual Traffic Control. Across-the-Board at a Glance—All Programs and Announcements in proper sequence—spotlighted by Color.

Accommodates 18 or 20 hours daily, 7 days a week. Type or write on quarter hour segment and stationbreak cards, post on board. Simple system, easy to maintain.

COMPACT & ATTRACTIVE
Size, 24"x38½" — correct size for 100% visibility. Permanently constructed of Aluminum with black finish. Precision workmanship. Weight, 9 lbs. Immediate delivery.

FULL PRICE $49.50 WITH CARDS

TESTED AND ACCEPTED: The BOARDMASTER system is used by over 1800 AM, TV and FM stations.

FREE DESCRIPTIVE FOLDER WITHOUT OBLIGATION

GRAPHIC SYSTEMS
55 West 42nd St., New York 18

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Bulleit-Hometown

BIRMINGHAM BOUNCE

On Records: Red Foley—Dec. 46234; Tex Williams — Cap. 1006; Lionel Hampton — Dec. 27041; Art Lund—MGM 10713; Pee Wee King —Vic. 21-1332; Jack Shook—Coral 64044; H. Gunter — Bama 104; Leon McAuliffe — Col. 70688; Chuck Merrill—MGM 10695.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

At Deadline...

TWO NAB OFFICIALS ARE PRAISED BY RYAN

TWO NAB department heads who resigned last week were praised Friday for services to association by William B. Ryan, general manager (see early NAB story page 17).

Commenting on departure of Arthur C. Stringer, with NAB 13 years, Mr. Ryan pointed out he had managed NAB convention exposition and exhibit; directed station management study series; developed NAB radio news clinics and operated summer news internships for college journalism teachers.

G. Emerson Markham, TV Dept. director, "has established a reputation in the radio and television profession" which is well known to broadcasters, Mr. Ryan said. He added that the TV post will be filled immediately.

WKRC-TV NAMES CHAPIN

DON L. CHAPIN, sales executive with WLWT (TV) Cincinnati for almost two years, named local sales manager of WKRC-TV Cincinnati, effective June 26.

NBC APPOINTS DE BEER

ROBERT H. DE BEER, former assistant manager of salary and wage administration section for R. H. Macy Inc., appointed supervisor of records and research division of NBC's personnel department.

WGAR TOPS ANNUAL POLL

WGAR Cleveland missed only two firsts out of 14 categories in the *Cleveland Press* 5th annual radio poll, conducted by Radio Editor Stanley Anderson. The station won 46 points of a possible 84. WHK was second with 13 and WTAM 3rd with 9. Other points were WERE 8, WJMO 7, WDOK 1 (WDOK went on the air only a few weeks ago). WSRS was disqualified for the poll because of a promotion it was using in getting votes. In television WEWS received 27 votes, WNBK 11, WXEL 4.

MOTOROLA DIVIDEND

MOTOROLA has declared a quarterly dividend of 37½ cents per share payable July 14 to stockholders of record June 30.

OSGOOD GOES TO NBC

STANTON M. OSGOOD, former director of TV production at CBS, named manager of film production and theatre television division of NBC television network film department.

TWO JOIN SSC&B

JEAN CARROLL, with Compton Adv., and Esther Ojala, with Doherty, Clifford & Shenfield, both timebuyers, will join Sullivan, Stauffer, Colwell & Bayles, late this month succeeding Jean Lawlor, who joined Benton & Bowles fortnight ago.

JOINS FARGO AGENCY

RICHARD C. ROSENTHAL, former national advertising manager of Watertown (S. D.) *Public Opinion*, joins Barney Lavin Inc., Fargo, N. D., agency, as account executive.

EWALD NAMED BY NBC

ALAN EWALD, with NBC's radio sales planning and research department, named supervisor of research of network's national spot sales department.

DON'T BAN TELEVISION, MEDICAL GROUP WARNS

"DON'T ban television" advises American Medical Assn. in message to parents of school-age children, published in AMA official organ, *Today's Health*. In article by Elizabeth B. Hurlock, Ph. D., of Philadelphia, parents are told TV is here to stay and children must learn to live with it. Dr. Hurlock offers these suggestions:

Don't ban TV but apportion child's viewing time; help child select suitable programs; watch programs with child and teach him to appreciate good programs and pass up bad ones; regard TV as form of education as well as amusement, serving as starting point of discussions and related reading; encourage interest in other forms of play, especially outdoors, since many parents unwittingly encourage viewing to keep child out of mischief; use viewing privilege as reward for good behavior and deny viewing right when behavior or school grades fall off; remember novelty of watching programs will wear off and child's preoccupation with it will lessen.

ANTI-HISTAMINE FIRMS REACH FTC AGREEMENT

FEDERAL TRADE Commission proceedings against five anti-histamine manufacturers were terminated with FTC announcement Friday that companies have agreed to stop unjustified claims for their products in treatment of common colds [CLOSED CIRCUIT, June 12].

Under stipulations, FTC said, companies agree not to claim their drugs will "cure, prevent, abort, eliminate, stop, or shorten the duration of the common cold." They are free to claim use of product relieves, checks, and in many cases stops symptoms or manifestations of cold, such as sneezing, nasal congestion, simple throat coughs, etc. They also may advertise that product "is safe if taken in accordance with the directions on the label."

Companies and products involved: Bristol-Myers Co. (Resistabs), Anahist Co. (Anahist), Whitehall Pharmacal Co. (Kriptin), Union Pharmaceutical Co. (Inhiston), and Grove Labs. (Antamine).

COLUMBIA RECORD CHANGES

WILLIAM C. NEU, former advertising production manager for Columbia Records, last week appointed sales promotion manager, and Robert Velde, former art director of Hayes Lawrence Adv. Agency, New York, named art director.

BAILEY ELECTED

STEPHEN M. BAILEY elected vice president of Chicago Federation of Labor, which owns station WCFL. Mr. Bailey is business manager of local Journeyman Plumbers Union, and succeeds William A. Lewis, former secretary-treasurer of Chicago Allied Printing Trades Council.

U. S. URGED TO BUILD TV RELAYS ABROAD

PROPOSAL that private American companies construct relay systems for television networks abroad offered in Senate late Thursday by Sen. Karl Mundt (R-S. D.) as follow-up of plan to establish U. S. global TV networks (early story page 53).

Sen. Mundt also suggested amendment to pending overall appropriations bill to authorize capital outlay for TV in addition to radio, and proposed foreign countries with community TV receivers finance cost of constructing system. He said Edward W. Barrett, assistant secretary of state for public affairs, had assigned two staff members to study "practicability and feasibility" of television.

Closed Circuit

(Continued from page 4)

Clifford J. Durr, former FCC left-winger, who's giving up general law practice in Washington to move to Denver, reportedly as general counsel for farmer organization with possibility he'll also open private law office.

PONTIAC DIVISION of General Motors Corp. and Pillsbury Mills (flour), both negotiating with CBS-TV for sharing quarter-hour each of half-hour *Arthur Godfrey and His Friends* program released by Liggett & Myers (Chesterfield). L&M will retain sponsorship first half-hour of show, 8-9 p.m., Wednesday. Decision expected early next week.

THAT CONDUCTED tour of BBC and European radio (government-operated) proposed by Prof. Kenneth C. Bartlett, of Syracuse U. [BROADCASTING, May 23, June 5] has been cancelled. Project was under attack as BBC-inspired, which Prof. Bartlett vehemently denied. Failure to procure sufficient entries because of late solicitation ascribed as responsible for cancellation.

MUTUAL board was greeted with what one director described as "the most favorable report in years" at its meeting in New York last week. High tribute was paid to President Frank White, rounding out his first year, for his stewardship.

PABST SALES Co. (Blue Ribbon beer) about to sign contract to sponsor *Blue Ribbon Sports King* featuring Don Ameche covering races from Chicago, starting in July on NBC, Saturday, 5:30-6 p.m. Warwick & Legler, N. Y., is agency.

LIGGETT & MYERS (Chesterfield) considering Perry Como, three-time weekly on NBC-TV, if he agrees to accept assignments. Decision expected within fortnight. Agency, Cunningham & Walsh, N. Y.

HALF-HOUR television version of one-hour *Lux Radio Theatre* sponsored by Lever Brothers on CBS, submitted by J. Walter Thompson Co., New York, as format for TV show.

FALL ADVERTISING plans for Pepsi Cola Co. include television program—possibly *Stork Club* on CBS-TV—submitted by its agency, Biow Co., New York. Definite decision expected next week.

KENYON & ECKHARDT, N. Y., agency for Lincoln-Mercury cars, sponsor of Ed Sullivan's *Toast of the Town* on CBS-TV, negotiating with network for exclusive rights contract with Mr. Sullivan. Latter understood willing to sign long-term contract (at least five years) with agency if CBS will release him from its agreement.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, debating purchase of national TV spot or TV network version of *Bob Elson on the Century* for Krank's shaving cream and Mar-O-Oil shampoo. Only TV used has been Krank commercials in Chicago. Agency, Ruthrauff & Ryan, Chicago.

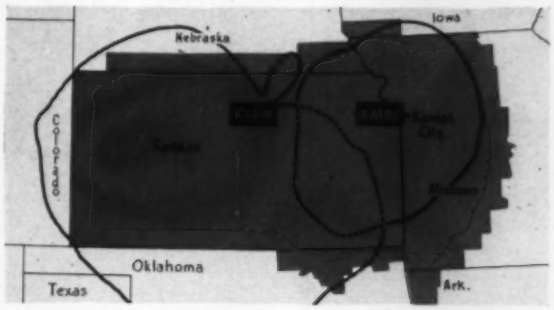
WXRT SILENT FOR MONTH

WXRT Chicago, all-classical FM station, is off air for month while transmitter is moved from atop Sheraton Hotel, north of the Loop, to west-side building which houses station's AM affiliate, WSBC. Manager Robert Miller is asking power increase to compensate for lowered antenna height.

The KMBC-KFRM *Team Wins Again!*

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan — just off the press — shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made — and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, *current proof*, not moth-ball evidence.



Daytime half-millivolt contours shown in black.

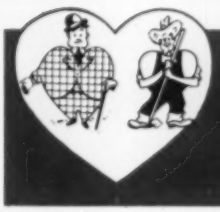
THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM *Team* with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America's foremost radio engineers, to enable The Team to effectively cover Kansas City's vast trade territory (a rectangle—not a circle), The Team offers America's most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.



The KMBC-KFRM *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC